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CONSUMER PURCHASES OF

SELECTED FRUITS AND JUICES

APRIL - SEPTEMBER 1960

**By Family
Characteristics**

CPFJ-109

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices, and canned fruit drinks during the 6-month period April-September 1960. Detailed data for April-September 1959 and summary data for April-September 1955 are presented for comparative purposes. These data are developed from those appearing in a series of monthly reports entitled "Consumer Purchases of Citrus and Other Juices." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size, presence and age of children, occupation and education of family head, age and work status of housewife.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of "size of community" the total population of metropolitan areas was used.

The data on "average volume of purchases per buying family" are calculated by dividing the total volume of purchases of each product during the 6-month period by the number of families purchasing that product. On the other hand, "volume of purchases per 1,000 persons" was computed by dividing purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

This is the eleventh of a series of reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

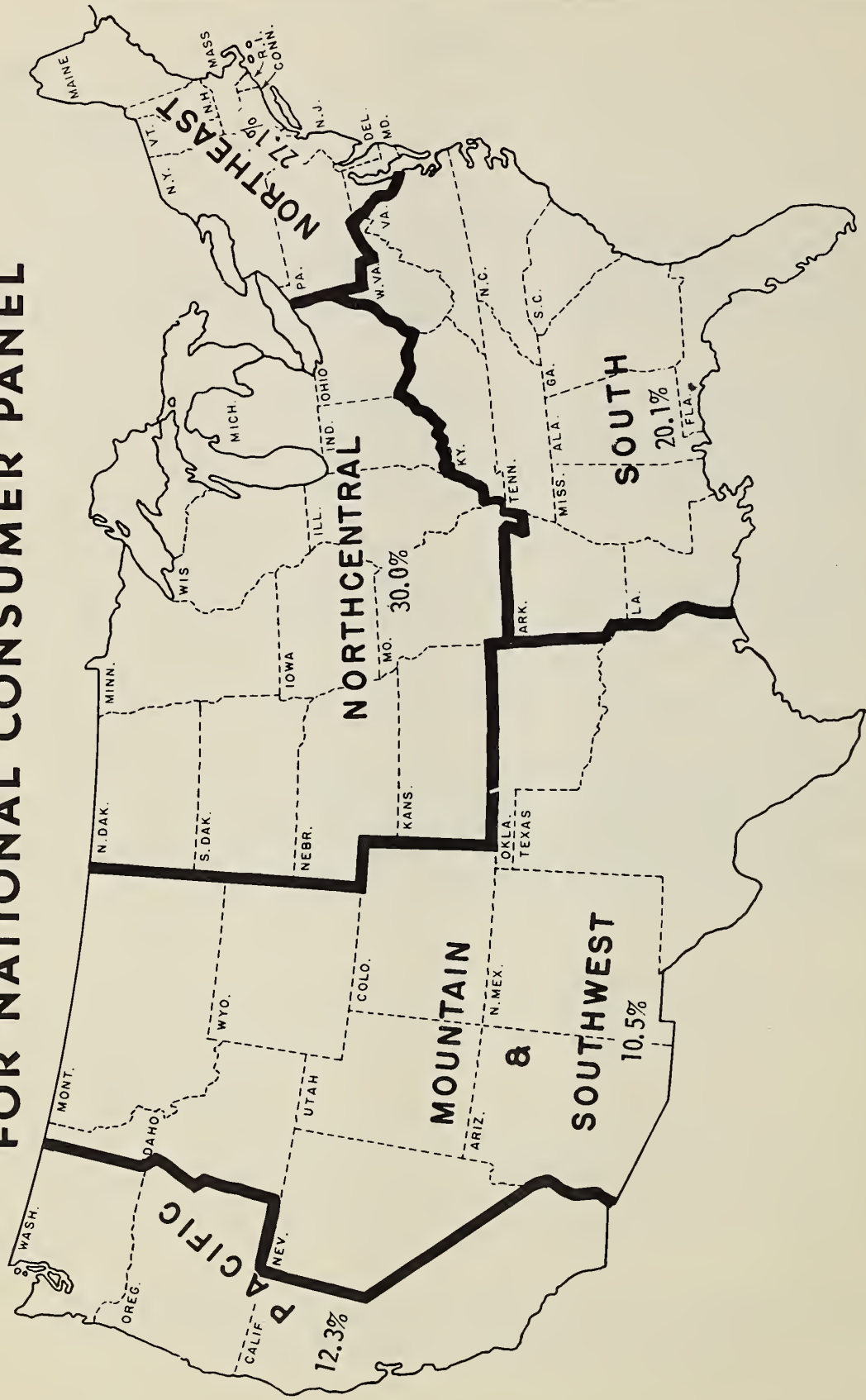
Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

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August 1961

REGIONS AND POPULATION DISTRIBUTION FOR NATIONAL CONSUMER PANEL



CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
By FAMILY CHARACTERISTICS

APRIL-SEPTEMBER 1960

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Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Per person purchases represent the average for all persons in the classification, irrespective of the fact that purchases were not made by some families.

SUMMARY

Consumer purchases of frozen concentrated juices on a ready-to-drink basis, together with purchases of chilled orange juice, canned single-strength juices, and canned fruit drinks averaged 272 ounces per person in April-September 1960. Purchases of frozen concentrates, while rising substantially over the same period a year earlier, were down, nevertheless, from April-September 1955. Purchases of single-strength juices were off moderately from 1959 and were off sharply from 5 years earlier. Per person purchases of fresh oranges and fresh grapefruit were well below both 1955 and 1959. Data are not available for total canned fruit drinks for preceding years.

Production of fresh oranges was down a little from both a year and 5 years earlier. The quantity of oranges processed, however, held about the same as in 1959, but was well above 5 years earlier. The grapefruit crop was smaller than in the preceding year, but was about the same as 5 years earlier.

Purchases of frozen orange concentrate rose well above the low rates of mid-1959 to approach the high levels of mid-1955, and replaced fresh oranges as the most universally purchased item among the half of families having above average incomes. This one product accounted for 89 percent of purchases of all frozen concentrates and for 38 percent of total purchases of juices and drinks. Consumption of chilled orange juice and canned orange drink trended upward, but use of canned orange juice, although up from the previous year, was only 60 percent as great as in 1955. The per person purchase of the 4 orange products about equalled combined purchases of all other juices and drinks.

Consumption of canned grapefruit sections increased over both 1955 and 1959, but canned grapefruit juice was off more than a fourth from a year earlier and more than half from 5 years earlier. Consumption of pineapple juice, while rising over 1959, was down substantially from 1955. On the other hand, consumers were purchasing more pineapple-grapefruit drink. Movement of tomato juice was off rather sharply, while prune juice held about even with both 1955 and 1959.

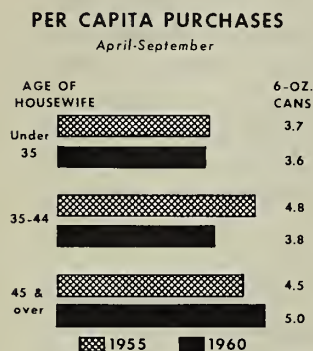
The decline in per capita purchases of frozen orange concentrate from 1955 reflected a smaller purchase per family with about the same proportion buying. The heavy drop in purchases of canned juices was associated with a moderate decline in the proportion of families buying, together with a 25 percent decrease in size of purchase. On the other hand, the gains made by chilled orange juice and canned fruit drinks reflected more families buying.

Per person purchases of frozen orange concentrate increased some over 1955 among low consuming segments of population, but offsetting declines occurred among heavy users; purchases of families having below average incomes remained only half as great as those of the more well-to-do. In contrast, low income, older, and retired families were the heaviest consumers of canned juices, fresh oranges, and fresh grapefruit. Middle-aged families and those having children of various age groups were heavy consumers of canned fruit drinks, but older families became more important as consumers of fresh and processed grapefruit and of prune juice. Families having children of preschool age were average buyers of orange juices, and pineapple-grapefruit drink; those having children of grammar school age were heavy users of all products, but families having children of high school or mixed ages were light purchasers of almost all products.

PER CAPITA PURCHASES OF FROZEN ORANGE CONCENTRATE DOWN SOME FROM 1955

Household consumers purchased substantially more frozen concentrated orange juice in April-September 1960 than in the same months of 1959 when consumption was at depressed levels. However, despite the growth in population, and heavy production of the product, purchases were only 3 percent greater than in mid-1955. (See page 38.)

FROZEN CONCENTRATED ORANGE JUICE -- Continued



Nearly 52 percent of the Nation's families bought frozen orange concentrate in April-September 1960. This was a gain of 3 percentage points over a year earlier, but it was about the same proportion that bought in mid-1955. The size of the average buying family purchase was down from 1955, however, and, as a result, per capita purchases declined from 26.1 to 25.6 ounces, or from 104 to 102 ounces on an equivalent single-strength basis. (See page 20.)

Purchases in 1959 were low, with movement of the product still suffering from disruptions that followed the short 1958 citrus crop. A heavy promotional program begun in the fall of 1959, and a drop in prices at the end of the year were associated with gains made in 1960. 1/

Production of oranges was somewhat smaller than in the preceding season and 1955. The pack of frozen orange concentrate was down a little from the record production of a year earlier, but because of heavy carryover, supplies available for purchase were at peak levels in 1960. Output of the product in 1955 was at 80 percent of 1960 production.

Retail prices averaged 18 cents per 6-ounce can in the spring and summer of 1960, compared with 21.4 cents in 1959 and 15.8 cents in 1955. Consumers spent about \$120 million in total for the product, 4 percent more than in April-September 1959, and 18 percent more than in the same months of 1955. Buying-family expenditures averaged \$4.84 for the 6-month period. Although down from a year earlier, the family expenditure was 9 percent greater than in 1955.

All types of families, except those having children of high school age, consumed substantially more frozen orange concentrate in April-September 1960 than a year earlier. The greatest increase was reported for families having children of grammar school age, reflecting an increase of 14 percentage points in the proportion of families buying.

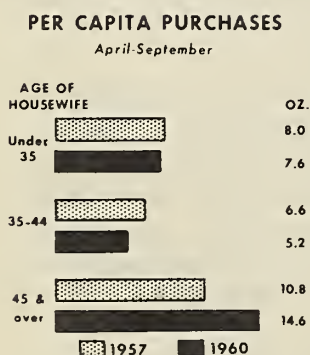
Changes in levels from 1955, however, were mixed with consumption increasing among light users, and generally declining among heavier users. Per capita purchases, for example, were up in the South, rural areas,

1/ See "Effectiveness of a Special Promotional Campaign for Frozen Concentrated Orange Juice," Marketing Research Report No. 457, March 1961, by Peter L. Henderson and Sidney E. Brown.

and smaller towns, but purchase rates in the heavy-consuming Northeast and larger cities, failed to keep pace with the growth in population and were down 8 to 12 percent. Similarly, consumption increased among families in the lowest income quartile, but declined among the three-fourths of families having higher incomes. As suggested by the chart in the margin, purchases of older families (housewife of 45 or more, comprising 48 percent of all families) increased from a little above to well above average, whereas purchases of middle-aged families shifted from above to below average. (See page 37.)

Despite changes, the light buyers of 1955 were still the light buyers of 1960, and per capita purchases in the South and Mountain-Southwestern regions, in rural areas, and smaller cities, and by low income, large, and poorly educated families, and among those having children of various age groups held 25 percent or more below the national average. On the other hand, purchases were not less than 25 percent above average in the Northeast and the largest cities, and among high income, well-educated, small and childless families and those having children in the 6-12 year age bracket. In contrast to the pattern for canned juices and drinks, purchase rates varied sharply with the amount of income available and consumption of the well-to-do was double that of low income families. (See page 21.)

CHILLED ORANGE JUICE MOVES UP



More chilled orange juice was bought for household consumption in the summer of 1960 than in any similar 6-month period. Purchases averaged 10 ounces per person nationally, compared with about 9 in 1959 and in 1957, when these data were first obtained. The proportion of families buying increased each year, rising from 7 percent in 1957 to 11 percent in 1960. Part of that gain, however, was offset by a decrease in the average size of purchase from 13 quarts per buying family in 1957 to 9.3 quarts in 1960. Retail prices at 37.8 cents per quart were down 4.2 cents from a year earlier.

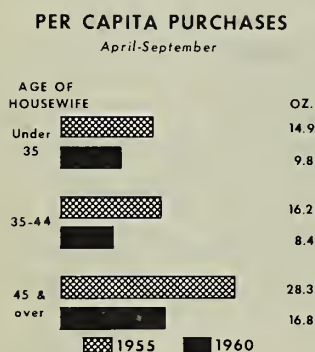
The market for chilled orange juice is more localized than that for frozen orange concentrate. Purchases in the Northeast averaged 22 ounces per person, three times the rate in the North Central States, the next heaviest buying area. Consumption in cities of over 500,000 at 19 ounces per person also was several times greater than in smaller places.

The heavy buyers of chilled orange juice were found among well-to-do, well-educated, smaller, and older families, and among those having children of grammar school age only. Purchase rates of families having other characteristics were well below average. In contrast to the purchase pattern of other products, retired families are below average users of chilled orange juice. ^{2/}

Per capita purchases were up from 1957 and 1959 in most classifications, with the greatest gains occurring in the North Central and Pacific Coast States, and among heavy buyers and families having children of 6-12 years of age. On the other hand, purchases declined from 1957 and 1959 in the Mountain-Southwestern region, among large families and those having a middle-aged housewife. (See page 22.)

CANNED ORANGE JUICE OFF 40 PERCENT FROM 1955

Per capita purchases of canned orange juice averaged 12.4 ounces in April-September 1960, compared with 10.3 a year earlier when production and purchases were the lowest for many years. In mid-1955, purchases averaged 21 ounces per person.



The decline in consumption from 1955 was associated with a drop in the proportion of families buying from 31 to 21 percent, together with a decrease in the size of the family purchase from 4.9 to 4.1 cans (46-ounce). Prices paid averaged 37.5 cents per can, compared with 44.8 cents a year earlier, and 30.9 cents in mid-1955. Production of the product was well below 5 years earlier.

Large relative gains in purchases over April-September 1959 were observed in almost all geographic and socio-economic classifications. Nonetheless, purchase rates were down substantially from 5 years earlier in all classifications. The declines were greatest among families who were heavy buyers of frozen orange concentrate.

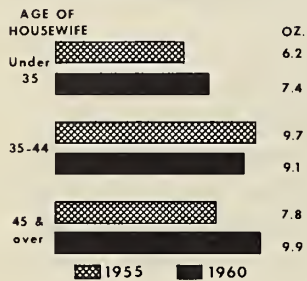
The best markets for canned orange juice were found in areas in which purchases of frozen orange concentrate were low -- the South, farm communities, and among low income and poorly educated families. Retired families, who were only about average buyers of the concentrated product, were the heaviest consumers of canned orange juice. Other above average buyers of the canned product included families having children of preschool or grammar school age in the home. (See page 23.)

^{2/} Retired families comprise a large portion of the "Unclassified" group under Occupation of Family Head.

GOOD GAINS MADE BY CANNED ORANGE DRINK

Purchases of canned orange drink averaged about 9 ounces per person nationally in April-September 1960, as against 8 in 1955 and 1959. The gains were associated with an increase in the proportion of buying families.

PER CAPITA PURCHASES
April-September



Geographically, the best markets for this product were in the North Central and Pacific Coast regions, where per person purchases exceeded those of canned orange juice. Per person consumption in cities of under 100,000 was greater than in larger cities.

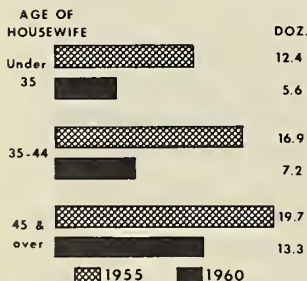
The best buyers were found among low income, poorly educated, small, and retired families. Farmers and families having children in the 6-12 year bracket were also heavy consumers.

Per capita purchases were far below average in the Northeast and in the largest cities, among large families and those of persons employed in an executive-professional capacity. The differences in purchase rates between heavy and light buyers, however, were not so great as the variations in purchases of frozen orange concentrate and canned orange juice.

Almost all types of families bought more canned orange drink in April-September 1960 than either a year or 5 years earlier. Consumption, however, fell off in the Mountain-Southwestern region, among large families, and among those having older children. (See page 24.)

USE OF FRESH ORANGES CONTINUES TO DECLINE

PER CAPITA PURCHASES
April-September



Only about 9 oranges were purchased on a per person basis in April-September 1960, compared with 12 a year earlier and 17 in April-September 1955. These declines reflected a down-trend in the proportion of families buying from 62 percent in 1955 to 55 percent in 1959 and 52 percent in 1960, together with a decrease in the size of purchase from 7.5 to 4.9 dozens. In comparison, about 52 percent of families bought frozen orange concentrate in both 1955 and 1960, and there was only a moderate decline in the average size of purchase.

In April-September 1955, the proportion of families buying fresh oranges was well above the proportion buying frozen orange concentrate in nearly all geographic and socio-economic classifications. By 1960,

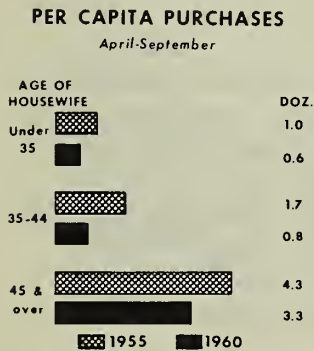
however, the concentrate was the more universally purchased item in the Mountain-Southwestern region and in cities of 10,000 or more, and among the half of families having above average incomes. These shifts also occurred among families having such characteristics as 3, 4, or 5 members, children of preschool or of high school age, a high school or college trained breadwinner or a young or middle-aged housewife.

Per capita purchases of fresh oranges were off substantially from both 1955 and 1959 in almost all classifications. Declines were smallest among low income, retired, and older families, and greatest among high income, young and middle-aged families, and those having older children.

The best markets for fresh oranges in April-September 1960 were in the Northeast, North Central, and Pacific regions and in cities of 500,000 or more. Per capita purchases of small, childless, well-educated, and older families were substantially above average. Retired families were among the heaviest users of oranges and low income families were above average users -- a variation from the pattern for frozen orange concentrate. (See page 25.)

PER CAPITA PURCHASES OF FRESH GRAPEFRUIT DOWN 30 PERCENT FROM 1955

Purchases of fresh grapefruit dropped from 2.6 per person in April-September 1955 to 2.3 in 1959 and to 1.8 in 1960. This reflected a drop in the proportion of families buying from 39 percent in 1955 to 32 percent in 1960, together with the decrease in the purchase per buying family from 22.6 to 18.5 grapefruit. Production of grapefruit was moderately smaller than a year earlier, but was about the same as 5 years earlier.



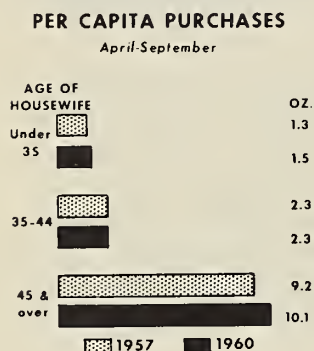
While reduced per person purchases were reported in all classifications, consumption held at a relatively even pace in the average-buying Mountain-Southwestern and in the heavy-buying Pacific Coast States, in contrast to declines of a third or more in other regions.

Low income families, who have been consistently above average users, also maintained a relatively stable purchase rate in contrast to substantial declines among the three-fourths of families having higher incomes. The decline in per capita purchases was particularly heavy among executive-professional families, dropping from well above average in 1955 to about average in 1960. However, most of the heavy consumers -- families

having one or two members, no children in the home, an older housewife, and retired families -- reduced their purchases less drastically than light buyers such as young and middle-aged families.

With these shifts, the better markets for fresh grapefruit shrank to fewer types of families than in 1955. (See page 26.)

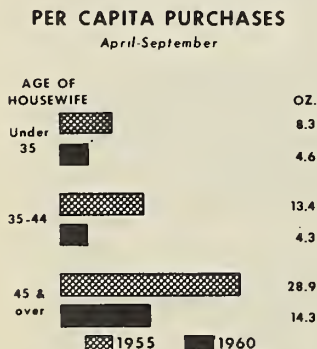
PURCHASES OF CANNED GRAPEFRUIT SECTIONS MOVE UP



Per capita purchases of canned grapefruit sections, in contrast to the decline in use of the fresh fruit were up from April-September 1959, and from the same period of 1957 when these data were first obtained. The gains, which occurred in the majority of classifications, were associated with a larger size of purchase. Part of those gains, however, were offset by a decline in the proportion of families buying from 16 percent in 1957 to 13 percent in 1960.

As for fresh grapefruit, the best buyers of canned grapefruit sections were found in the highest and lowest income quartiles, and among the small, older and retired families, and those who did not have children in the home. At the other extreme, purchases were lowest among those having children of preschool or of mixed ages. (See pages 27.)

CANNED GRAPEFRUIT JUICE DOWN 50 PERCENT FROM 1955



In April-September 1960, purchases of canned grapefruit juice averaged only 9 ounces per person, compared with 12 a year earlier and 19 ounces 5 years earlier. The proportion of families buying declined from 24 percent in 1955 to 20 percent in 1959 and to 16 percent in 1960. The size of purchase per buying family also declined each year, falling from 5.6 cans (46-ounce) in April-September 1955 to 3.9 cans in April-September 1960.

Production of canned grapefruit juice was down moderately from the preceding year, to the lowest level since 1952. Despite low production, carryover at the end of the 1959 and 1960 seasons was above average. Retail prices were up 1 cent from a year earlier to 31.3 cents per 46-ounce can.

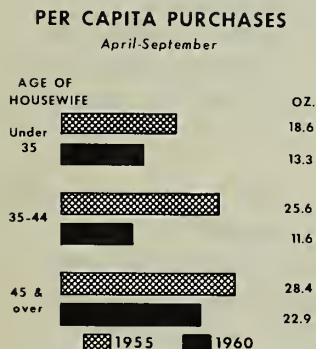
Almost without exception, the proportion of families buying, and the size of purchase per buying family show steady declines in each classification since 1955.

Geographically, the heavier declines were in the Mountain-Southwestern and Pacific Coast regions, and in cities of moderate size. By family characteristic, the heavier declines were among families having 3 to 5 members, a moderate education, a middle-aged housewife, or a family head employed in an executive-professional position.

Families that had but one or two members, no children in the home, an older housewife, or that were retired were by far the heaviest per capita consumers of canned grapefruit juice. Purchase rates of low income families were substantially greater than those of the three-fourths of families having higher incomes. Families having children of grammar school age only were average buyers, but those having children of other ages were among the poorest users.

Thus, the best market for canned grapefruit juice, as for fresh grapefruit, has become more closely identified than in 1955 with low income, small, childless, older, and retired families. (See page 28.)

DOWNTREND OF PINEAPPLE JUICE CHECKED



Purchases of pineapple juice were up moderately from the low level of April-September 1959 to reverse the downtrend that had persisted since 1955. Nonetheless, the 17 ounces purchased per person, the proportion of families buying, and the size of purchase remained well below 1955 levels. Prices paid averaged 29.5 cents per can, compared with 32.1 cents a year earlier and 27.1 cents 5 years earlier.

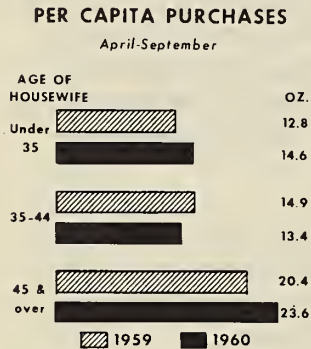
Changes in purchase rates from 1959 were quite mixed. Strong gains were observed in the Pacific Coast and Northeastern States in contrast to a decline in the North Central region. Purchases of low income families and of those having children in the 6-12 year age group also increased to well above the national average. Consumption among families having higher incomes or children of other ages held even or declined.

Except for an increase in consumption among families having children of grammar school age, purchase rates were down 12 to 54 percent from 1955. The more moderate declines were found among low income, small, older, and retired families.

In common with many other products, the best buyers of

pineapple juice in April-September 1960 were the small, childless, well-educated, older, and retired families. Families having children in the 6-12 year age group were also heavy purchasers. (See page 29.)

PINEAPPLE-GRAPEFRUIT DRINK GAINS



In contrast to the long term declines reported for pineapple juice and grapefruit juice, movement of pineapple-grapefruit drink is on the upturn. Purchases at 18 ounces per person were up 9 percent from April-September 1959, the first year that characteristics data were obtained. And, monthly purchases show a strong rise since 1956-57 when those data were first reported. ^{3/} Retail prices for the drink were down from 30.5 cents a year earlier to 28.2 cents per 46-ounce can. Of the individually reported canned juices and drinks, only tomato juice was bought in greater quantity or at a lower price.

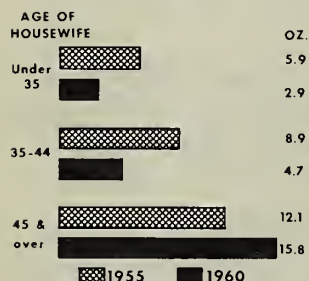
The increase in consumption of pineapple-grapefruit drink was associated with a larger purchase per buying family; the proportion of families buying dropped from 26 to 25 percent. Moderate to heavy per capita gains were found in most classifications -- the exceptions included declines among upper and upper middle income, large and middle-aged families, and those having children of high school or mixed ages. Substantial increases in consumption were observed among families having less than average incomes, or a family head employed in a clerical-sales-service position, or was retired.

The best markets for the drink were found in the Pacific Coast States, the Northeast, and the largest cities. Small, well-educated, older and retired families and those without children in the home were the heavy consumers. Conversely, the lightest buyers were the Southern families, and those having teenagers or children of different age groups in the home. (See page 30.)

^{3/} See "Consumer Purchases of Citrus and Other Juices" by months.

PRUNE JUICE STEADY

PER CAPITA PURCHASES
April-September



Purchases of prune juice averaged 9 ounces per person nationally in April-September 1960, about the same as a year or 5 years earlier. The proportion of families buying dropped from 17 percent in April-September 1955 to 16 percent in 1959, and a further drop to 15 percent occurred in 1960. These losses, however, were offset by an increase in the size of purchase per buying family.

Retail prices of prune juice averaged 43.9 cents per quart, only a little more than in the preceding spring and summer months, but 11.3 cents more than 5 years earlier. The total amount spent by consumers for prune juice was 36 percent greater than in 1955, and the average buying family expenditure of \$2.68 was 44 percent greater.

Shifts occurred between heavy and light buyers after 1955. Purchases declined moderately in the heavy-buying Northeast, but in the light-buying Pacific Coast States, consumption rose substantially to approach the national average. In the North Central States, below-average purchase rates dropped to even lower levels. Purchases also declined in the heavy-buying larger cities, in contrast to sharp relative increases in rural areas and small towns.

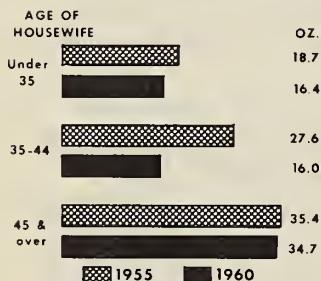
Consumption of prune juice among families having above average incomes dropped a fifth, falling from above to below average. Conversely, low income families increased their consumption to above average. These changes were reflected in sharply reduced consumption by white collar families, in contrast to a 54-percent increase in use by the retired.

As indicated by the chart in the margin, purchases of older families increased a third, against declines of about a half among younger families. Purchases of the poorly educated also rose from well below to above average, but at the same time, consumption declined among the well-educated.

With these shifts, the best markets for prune juice, as for grapefruit items, became more closely centered around the less educated, older and retired families. (See page 31.)

TOMATO JUICE DOWN

PER CAPITA PURCHASES
April-September



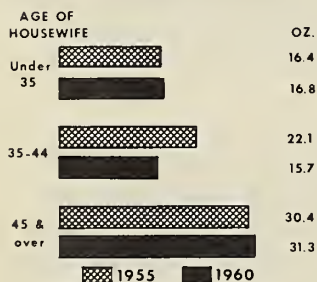
Tomato juice purchases at 24 ounces per person in April-September 1960 were down substantially from both 1959 and 1955. The drop was associated with a decrease in the proportion of families buying from 43 percent in 1955 to 39 percent in 1960, together with the decrease in the average size of purchase.

Retail prices averaged 27.7 cents per 46-ounce can, up a little more than 1 cent from both 1955 and 1959. Despite the price rise, tomato juice was the least expensive product reported in April-September 1960.

Moderate to heavy purchase declines from earlier years were observed in almost all geographic and characteristic classifications. Exceptions included a gain from below to well above average among families having children of grammar school age. Purchases by the heavy users of the product -- the small, well-educated, older and retired families -- held fairly close to 1955 levels, but declines as high as 40 percent were recorded for middle-aged families, and for those having children of high school age. (See page 32.)

MISCELLANEOUS CANNED JUICES DOWN MODERATELY

PER CAPITA PURCHASES
April-September

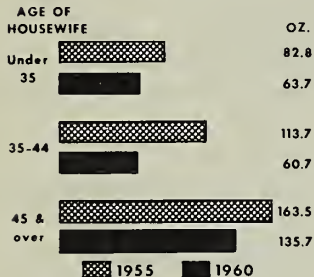


Per capita purchases of canned juices other than orange, grapefruit, pineapple, prune, and tomato at 23 ounces per person were down moderately from a year and 5 years earlier. Purchases averaged 3.6 cans (46-ounce) among the 46 percent of families buying. Comparable data on the proportion of families buying and size of purchase are not available for earlier years.

Per capita purchase rates among persons in the upper income quartile were substantially greater than those of persons in the 3 lower income groups. Families of those employed in executive-professional and clerical-sales-service occupations were among the heaviest users, as were well-educated, retired, small and childless families. On the other hand, purchases of young, and middle-income families were well below average. Families having children of grammar school age bought at average rates, but those having children of other ages were among the lightest users. (See page 33.)

DOWNTREND IN TOTAL MOVEMENT OF CANNED SINGLE-STRENGTH JUICES CONTINUES

PER CAPITA PURCHASES April-September



Purchases of canned single-strength juices in total averaged only 94 ounces per person in April-September 1960, compared with 100 a year earlier and 126 ounces 5 years earlier. In comparison, purchases of frozen orange concentrate averaged 102 ounces per person in April-September on a ready-to-drink basis, as against 82 a year earlier and 104 ounces 5 years earlier.

The proportion of families buying canned juices held close to 80 percent from 1955 to 1959, but declined to about 78 percent in 1960. The purchase per buying family was off sharply, however, dropping from 11.4 cans (46-ounce) in 1955 to 8.8 in 1959, and to 8.5 in 1960.

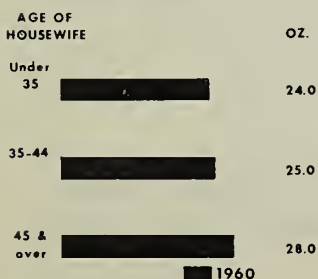
Families having lower incomes, children of grammar school age, a breadwinner employed in a clerical-sales-service position and those living in farm communities purchased more canned juices in April-September 1960 than a year earlier. Moderate to heavy declines from 1959, however, were reported for all other classifications.

Only families having children in the 6-12 year age bracket purchased canned juices at higher rates than in 1955. Purchases among other classifications were down substantially, with declines running as high as 47 percent among middle-aged families.

Small, childless, older, and retired families provided the best market for canned juices. In contrast to the purchase pattern for frozen orange concentrate, families having less than average incomes were better buyers of canned juices than were the more well-to-do. Similarly, retired families were among the very heavy buyers of canned juices, but were only average users of frozen orange concentrate. (See page 34.)

MISCELLANEOUS CANNED FRUIT DRINKS REPORTED FOR FIRST TIME

PER CAPITA PURCHASES April-September



About 26 ounces of canned fruit drinks other than orange and pineapple-grapefruit were bought on a per capita basis in April-September 1960, the first time these data were reported. Purchases averaged 5.4 cans (46-ounce) among the 34 percent of families buying.

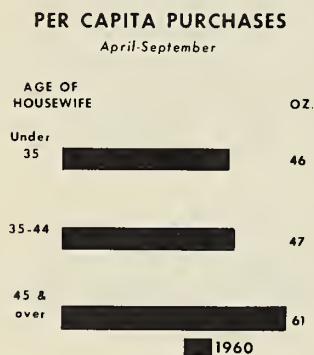
Consumption was heaviest in the Northeast, where per person purchases averaged 47 ounces, 2 or 3 times the rate in other regions. Buying was also substantially greater in cities of 500,000 or more than in smaller places.

The best buyers of these products included high income, well-educated, small, and childless families, and those having children of ages 6-12. At the other extreme, purchases by families in the 3 lower income quartiles were below average, and those of farmers and large families were substantially below average.

In contrast to the pattern for most products, per person consumption of miscellaneous canned fruit drinks in families having a young or middle-aged housewife was about as great as in older families. (See page 35.)

MOVEMENT OF CANNED FRUIT DRINKS ABOUT HALF THAT OF FROZEN ORANGE CONCENTRATE

Purchases of canned fruit drinks totaled about 53 ounces per person in April-September 1960. In comparison, an equivalent of 209 ounces of canned single-strength and frozen concentrated juices were purchased. The size of purchase averaged 7.6 cans (46-ounce) with 50 percent of families buying. Data are not available for earlier periods.



Purchase rates were well above average in the Northeast, and were moderately above average in the North Central and Pacific Coast States. Conversely, consumption was substantially below average in the Southern and Mountain-Southwestern States, in rural areas and small towns.

The heavy buyers of these products were families having such characteristics as high income, 1 to 3 members, either no children or children of grammar school age in the home, a family head who had some college education and an older or employed housewife. Retired families were also heavy consumers. On the other hand, farmers, large families, and those having children of high school age or children of several age groups were poor buyers of canned fruit drinks. (See page 36.)

MISCELLANEOUS FROZEN CONCENTRATED JUICES DOWN

Purchases of frozen concentrated juices other than orange averaged 12 ounces (ready-to-drink) per person in April-September 1960, compared with 14 ounces a year and 5 years earlier. Data on the proportion of families buying and on size of purchase are not available.

Purchases by geographic regions were off sharply from 1959 in the heavy-buying Northeast and large cities and were down moderately in the lighter buying North

Central and Pacific Coast States. On the other hand, consumption increased in the Mountain-Southwestern States and in the light-buying South.

Well-educated families, the best buyers of miscellaneous frozen concentrated juices, maintained about the same purchase rate as a year earlier; families having children in the two younger age groups increased their consumption from below to well above average. But all other types of families reduced their purchases. Declines were greatest among heavy buyers -- high income, childless, smaller families, and those having a housewife employed outside the home.

At variance with patterns for most products, per capita purchases of miscellaneous frozen concentrates by young and middle-aged families and by those having children of high school age were almost as high as the national average. (See page 37.)

Table 1.--Summary--Per capita purchases of selected juices (single-strength equivalent)
and citrus fruit
April - September 1955, 1959, and 1960

Commodity	Per capita purchases			Percent of families buying			Purchases per buying family		
	1960	1959	1955	1960	1959	1955	1960	1959	1955
	Ounces	Ounces	Ounces	Percent	Percent	Percent	Ounces	Ounces	Ounces
Total frozen concentrated juices	114.7	96.1	117.9	---	51.5	53.5	---	614	676
Total canned juices	94.1	100.0	126.3	77.8	80.8	80.5	393	406	523
Total canned fruit drinks	53.1	---	---	49.7	---	---	350	---	---
Frozen concentrated orange juice	102.3	82.0	104.4	51.6	48.4	51.3	645	558	676
Chilled orange juice	9.9	8.6	<u>1/</u> 8.8	10.8	9.3	<u>1/</u> 7.0	298	307	<u>1/</u> 415
Canned orange juice	12.4	10.3	21.0	21.2	20.2	30.9	190	168	225
Canned orange drink	9.0	8.3	7.9	14.2	13.2	12.1	207	207	216
Canned grapefruit sections	5.5	4.7	<u>1/</u> 5.0	13.3	14.1	<u>1/</u> 16.3	134	110	<u>1/</u> 101
Canned grapefruit juice ..	8.7	12.2	18.6	15.7	20.0	24.0	181	203	259
Pineapple-grapefruit drink	18.1	16.6	---	25.4	26.6	---	233	207	---
Pineapple juice	16.9	15.8	24.8	28.1	29.3	37.4	194	177	220
Prune juice	9.0	8.6	9.4	15.0	16.5	17.3	194	173	181
Tomato juice	24.3	29.6	28.4	39.0	42.1	43.1	203	233	220
Miscellaneous canned juices	22.8	23.5	24.1	45.5	---	---	164	---	---
Miscellaneous canned fruit drinks	26.0	---	---	34.0	---	---	251	---	---
Miscellaneous frozen concentrates	12.4	14.1	13.5	---	---	---	---	---	---
	Number	Number	Number				Number	Number	Number
Fresh oranges	9.4	11.8	16.8	52.3	55.4	62.2	59	70	90
Fresh grapefruit	1.8	2.3	2.6	32.5	36.1	38.6	18	21	23

1/ 1957 data used as 1955 data are not available.

Table 2.--FROZEN CONCENTRATED ORANGE JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 6-oz. can	
	1960	1959	Number		Quantity		1960	1959	Change from 1959	1960	1959
			1960	1959	1960	1959					
	Pct.	Pct.	No.	No.	6-oz. cans	6-oz. cans	Gals.	Gals.	Pct.	Cents	Cents
United States.....	51.6	48.4	7.3	7.2	26.9	23.3	200	160	+25	18.0	21.4
Geographic region:											
Northeast.....	61.9	59.5	8.7	8.9	31.8	29.0	286	249	+15	17.7	21.4
North Central.....	52.6	48.3	6.7	6.6	26.2	22.4	204	158	+29	17.9	21.3
South.....	36.3	35.4	6.7	6.2	25.2	19.2	116	85	+36	17.3	21.2
Mountain-Southwest.....	49.3	43.1	6.5	5.8	21.3	16.4	156	103	+51	19.2	22.4
Pacific.....	54.2	49.5	5.6	5.7	22.0	19.4	194	155	+25	18.7	21.4
Size of community:											
Farm.....	27.6	24.5	6.0	5.7	21.8	18.1	73	54	+35	18.4	21.7
Cities: Under 10,000....	44.7	39.5	6.4	6.4	23.0	20.1	149	113	+32	18.3	21.7
10,000-99,999.....	52.4	48.9	6.6	6.2	25.2	20.5	206	150	+37	18.2	21.7
100,000-499,999.....	53.9	52.3	7.4	6.9	27.3	22.0	216	169	+28	18.0	21.5
500,000 and over.....	62.8	59.8	8.0	8.2	29.9	27.1	276	236	+17	17.8	21.2
Family income:											
Upper.....	63.7	62.4	8.1	8.0	32.9	28.2	272	231	+18	18.2	21.4
Upper middle.....	57.1	53.3	7.6	7.0	28.4	23.0	204	158	+29	17.9	21.4
Lower middle.....	48.0	44.8	7.1	7.2	25.2	22.0	170	137	+24	17.9	21.3
Lower.....	40.4	35.0	6.0	6.2	19.2	17.3	143	106	+35	18.2	21.8
Size of family:											
1 and 2 members.....	46.6	46.7	6.7	6.7	21.1	18.3	257	222	+16	18.3	21.8
3 members.....	53.6	49.6	7.1	7.1	24.7	22.0	211	170	+24	18.4	21.5
4 and 5 members.....	61.2	54.2	8.3	8.1	32.6	28.6	221	166	+33	17.9	21.2
6 and over.....	44.5	39.2	8.0	8.3	37.1	32.2	106	84	+26	17.4	21.3
Presence of children:											
No children.....	47.7	46.6	7.0	6.8	22.8	19.4	250	204	+23	18.3	21.8
Under 6 years only.....	58.7	55.5	6.8	6.1	23.9	20.3	196	144	+36	17.9	21.2
6-12 years only.....	62.7	49.1	7.2	7.5	29.7	25.2	253	151	+68	17.8	21.3
13-17 years only.....	53.6	49.5	8.1	8.7	30.7	29.9	196	191	+3	18.4	21.6
Multiple-age groups.....	52.3	48.5	8.4	8.2	34.8	30.3	145	121	+20	17.8	21.1
Occupation of family head:											
Executive, professional..	69.1	70.0	7.9	8.1	30.9	27.5	294	273	+8	18.1	21.5
Clerical, sales, service..	59.2	56.2	7.8	7.8	28.6	25.6	268	226	+19	18.1	21.5
Craftsman, laborer.....	48.9	42.0	7.0	7.0	26.0	22.6	166	122	+36	17.9	21.2
Farmer.....	28.0	24.7	6.3	5.3	22.8	17.3	73	51	+43	18.9	21.9
Unclassified.....	44.7	45.5	6.9	5.9	22.2	16.9	212	156	+36	18.1	21.7
Education of family head:											
Grammar school.....	37.3	34.9	6.6	6.4	23.5	20.1	124	98	+27	18.0	21.7
Some high school.....	54.7	51.6	7.5	7.6	27.5	24.3	213	176	+21	18.1	21.4
Some college.....	70.6	66.1	7.5	7.2	29.0	24.5	316	243	+30	17.9	21.4
Age of housewife:											
Under 35 years.....	54.1	51.3	6.4	6.0	25.0	20.3	168	124	+35	17.8	21.1
35-44 years.....	56.3	50.1	7.8	8.4	30.7	29.2	176	156	+13	17.9	21.4
45 years and over.....	48.8	46.4	7.5	7.3	26.2	22.2	236	186	+27	18.2	21.6
Work status of housewife:											
Employed.....	54.5	49.1	6.7	6.8	25.0	21.5	229	177	+29	18.1	21.5
Unemployed.....	50.6	48.1	7.5	7.3	27.7	23.9	191	155	+23	18.0	21.4

Table 3.--CHILLED ORANGE JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 32-oz. carton	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	Qts.	Qts.	Gals.	Gals.	Pct.	Cents	Cents
United States.....	10.8	9.3	7.6	8.3	9.3	9.6	78	67	+16	37.8	42.0
Geographic region:											
Northeast.....	19.2	16.2	9.5	11.1	11.5	12.8	172	160	+8	36.7	42.4
North Central.....	8.3	6.1	6.6	6.5	8.8	7.6	57	36	+58	38.0	41.7
South.....	8.5	7.1	4.9	5.7	6.0	6.9	35	32	+9	36.3	39.0
Mountain-Southwest.....	3.4	4.2	2.5	3.9	3.0	4.5	8	14	-43	37.8	38.3
Pacific.....	7.9	9.0	6.2	4.5	6.8	4.8	47	37	+27	45.9	46.6
Size of community:											
Farm.....	4.4	2.3	4.8	4.1	6.0	4.5	17	6	+183	38.1	38.4
Cities: Under 10,000....	5.5	4.3	5.0	6.0	6.3	7.3	27	24	+12	37.9	42.5
10,000-99,999.....	8.4	9.2	7.9	7.3	9.1	8.4	64	61	+5	39.2	42.9
100,000-499,999.....	10.3	7.1	6.3	6.1	8.1	6.8	66	38	+74	35.8	40.0
500,000 and over.....	17.9	16.2	8.8	9.7	10.7	11.2	150	142	+6	38.1	42.3
Family income:											
Upper.....	14.1	13.5	7.4	7.4	9.2	8.8	90	84	+7	37.3	41.8
Upper middle.....	10.9	9.6	8.1	9.9	9.8	10.9	72	72	0	37.7	41.8
Lower middle.....	10.5	7.5	8.9	9.8	10.3	11.1	82	61	+34	39.7	42.9
Lower.....	8.5	6.9	6.0	6.5	7.9	7.8	66	50	+32	35.7	41.4
Size of family:											
1 and 2 members.....	9.8	9.4	7.4	6.7	8.4	7.5	115	98	+17	38.3	42.5
3 members.....	14.8	9.1	7.8	8.5	9.1	9.4	115	72	+60	38.9	42.9
4 and 5 members.....	11.6	9.9	8.5	10.5	11.3	12.8	77	72	+7	37.0	42.0
6 and over.....	5.4	7.6	5.5	8.8	6.9	10.2	13	27	-52	35.9	39.4
Presence of children:											
No children.....	10.7	9.4	7.7	6.9	9.2	7.8	121	89	+36	38.0	42.5
Under 6 years only.....	13.3	11.2	6.3	7.7	7.8	8.6	77	66	+17	39.7	42.5
6-12 years only.....	15.2	7.3	8.8	10.6	11.3	13.0	124	62	+100	37.3	40.5
13-17 years only.....	10.8	11.2	7.3	8.9	8.1	9.8	56	75	-25	37.6	42.3
Multiple-age groups.....	8.0	8.0	8.0	11.6	10.2	13.8	35	48	-27	36.9	41.6
Occupation of family head:											
Executive, professional..	14.7	13.0	7.7	7.4	9.7	8.6	104	84	+24	38.2	42.1
Clerical, sales, service..	11.5	11.9	10.7	11.5	12.3	13.4	120	132	-9	39.6	42.8
Craftsman, laborer.....	11.0	8.9	8.1	8.9	10.1	10.2	77	63	+22	36.8	41.7
Farmer.....	3.6	2.1	4.8	3.6	5.1	3.9	11	5	+120	38.5	46.8
Unclassified.....	9.1	7.4	4.3	5.3	5.0	6.1	52	49	+6	38.1	40.7
Education of family head:											
Grammar school.....	8.1	6.8	7.4	6.4	9.3	7.4	57	38	+50	36.0	41.6
Some high school.....	11.7	10.2	7.7	9.1	9.3	10.4	82	79	+4	38.5	42.3
Some college.....	14.0	11.9	7.7	8.9	9.4	10.4	109	98	+11	38.4	41.8
Age of housewife:											
Under 35 years.....	12.2	9.6	6.0	7.1	7.4	8.2	60	51	+18	38.3	40.8
35-44 years.....	8.2	8.8	7.4	10.7	9.2	12.4	41	62	-34	36.1	42.9
45 years and over.....	11.3	9.3	8.4	7.9	10.2	9.2	114	82	+39	38.2	42.0
Work status of housewife:											
Employed.....	11.2	11.2	6.4	6.9	7.4	8.1	75	80	-6	38.0	42.2
Unemployed.....	10.7	8.6	8.1	8.9	10.0	10.3	78	64	+22	37.8	42.0

Table 4.--CANNED SINGLE-STRENGTH ORANGE JUICE

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
	1960	1959	Number		Quantity		1960	1959	Change from 1959	1960	1959
			1960	1959	1960	1959					
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	21.2	20.2	3.4	3.3	4.1	3.7	29	24	+21	37.5	44.8
Geographic region:											
Northeast.....	17.9	18.6	3.1	3.2	3.9	3.9	24	24	0	35.8	42.0
North Central.....	20.8	18.5	2.8	2.9	3.5	2.9	24	18	+33	37.5	45.9
South.....	28.9	27.0	4.3	4.1	5.7	4.6	48	35	+37	37.3	44.7
Mountain-Southwest.....	21.3	19.2	3.2	3.7	3.4	3.7	25	24	+4	39.3	45.4
Pacific.....	16.3	16.7	2.5	2.4	2.7	2.4	16	15	+7	40.4	49.2
Size of community:											
Farm.....	27.9	22.5	3.8	3.6	5.0	3.6	38	22	+73	37.4	46.4
Cities: Under 10,000....	26.3	25.3	3.5	3.6	4.7	4.2	41	35	+17	38.0	45.3
10,000-99,999.....	21.5	20.0	3.6	2.8	3.6	2.9	27	20	+35	38.8	46.3
100,000-499,999.....	19.4	18.1	3.2	3.2	3.9	3.6	25	22	+14	36.2	42.9
500,000 and over.....	16.6	17.4	3.0	3.2	3.7	3.6	20	21	-5	37.2	43.6
Family income:											
Upper.....	17.3	18.2	3.3	3.1	4.4	3.4	23	18	+28	38.0	46.4
Upper middle.....	19.1	20.5	3.2	3.6	4.3	4.0	24	24	0	37.5	46.1
Lower middle.....	21.8	19.2	3.6	2.9	4.0	3.0	28	18	+56	37.3	45.8
Lower.....	25.6	22.4	3.3	3.6	3.9	4.0	43	36	+19	37.3	41.9
Size of family:											
1 and 2 members.....	18.7	19.1	3.0	3.0	3.4	2.9	38	33	+15	37.8	45.6
3 members.....	23.6	19.8	3.6	3.3	3.9	3.4	33	24	+38	38.2	44.1
4 and 5 members.....	21.7	21.2	3.7	3.7	5.1	4.0	27	21	+29	37.5	46.5
6 and over.....	25.4	22.3	3.5	3.8	5.0	5.6	18	19	-5	36.3	41.1
Presence of children:											
No children.....	19.7	19.1	3.2	3.2	3.9	3.3	40	32	+25	37.6	45.7
Under 6 years only.....	31.6	29.2	3.7	3.7	3.1	2.9	32	25	+28	38.0	46.1
6-12 years only.....	19.0	17.6	3.4	3.5	6.2	5.4	36	27	+33	38.8	47.5
13-17 years only.....	21.4	22.8	3.8	3.2	5.1	3.7	29	24	+21	37.5	44.6
Multiple-age groups.....	20.8	18.6	3.3	3.6	4.3	4.5	16	16	0	36.5	41.9
Occupation of family head:											
Executive, professional..	17.8	15.5	2.8	3.8	3.4	3.6	19	18	+6	37.6	47.7
Clerical, sales, service..	18.0	17.8	3.6	2.8	3.8	2.9	25	18	+39	37.3	45.7
Craftsman, laborer.....	22.6	21.6	3.2	3.2	4.2	3.9	28	24	+17	37.4	43.6
Farmer.....	20.9	21.1	3.4	3.2	4.3	3.5	23	20	+15	37.6	45.7
Unclassified.....	23.6	23.2	3.9	3.5	4.7	3.8	54	40	+35	37.7	45.1
Education of family head:											
Grammar school.....	25.0	21.9	3.7	3.8	5.1	4.8	41	33	+24	37.8	43.7
Some high school.....	19.5	20.2	3.0	3.0	3.6	3.0	22	20	+10	37.0	45.7
Some college.....	18.2	17.0	3.2	3.1	3.4	2.6	22	15	+47	37.9	47.0
Age of housewife:											
Under 35 years.....	27.2	24.4	3.2	3.2	2.9	2.7	23	18	+28	37.8	45.4
35-44 years.....	16.3	16.8	3.3	3.5	5.2	4.8	20	19	+5	36.6	43.7
45 years and over.....	20.5	19.6	3.5	3.3	4.5	3.8	39	30	+30	37.8	45.2
Work status of housewife:											
Employed.....	19.3	20.3	3.2	3.0	4.3	3.7	32	28	+14	38.2	44.2
Unemployed.....	21.9	20.1	3.4	3.5	4.1	3.7	28	23	+22	37.7	45.1

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 5.--CANNED SINGLE-STRENGTH ORANGE DRINK

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
	1960	1959	Number		Quantity		1960	1959	Change from 1959	1960	1959
			1960	1959	1960	1959					
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	14.2	13.2	2.5	2.8	4.5	4.5	21	19	+11	29.5	29.7
Geographic region:											
Northeast.....	10.2	9.3	2.2	2.1	3.4	3.3	12	10	+20	31.1	31.2
North Central.....	19.1	17.0	2.8	2.9	5.3	5.1	34	29	+17	29.3	29.2
South.....	12.1	13.1	3.0	3.2	4.8	4.8	17	18	-6	30.3	29.8
Mountain-Southwest.....	15.8	12.0	1.8	2.7	3.0	4.0	16	16	0	29.5	30.8
Pacific.....	14.3	14.1	2.2	2.5	4.8	4.6	25	24	+4	28.1	29.1
Size of community:											
Farm.....	15.7	15.0	3.1	3.0	5.0	4.8	22	20	+10	30.2	30.0
Cities: Under 10,000....	17.7	15.3	2.7	2.9	4.6	4.4	27	22	+23	29.6	30.6
10,000-99,999.....	14.2	15.0	2.6	3.4	5.4	6.2	27	32	-16	28.9	29.4
100,000-499,999.....	15.4	14.2	2.4	2.9	4.5	5.1	23	24	-4	28.9	29.1
500,000 and over.....	10.8	9.9	2.1	2.0	3.6	2.9	13	10	+30	30.0	29.4
Family income:											
Upper.....	13.4	13.0	2.4	2.7	4.5	4.9	18	19	-5	30.0	29.8
Upper middle.....	13.6	13.2	2.6	2.6	4.8	4.1	18	16	+12	28.8	29.5
Lower middle.....	14.3	13.2	2.6	2.7	4.8	4.6	22	19	+16	29.4	29.6
Lower.....	15.5	13.3	2.5	3.0	4.0	4.5	26	24	+8	29.7	30.0
Size of family:											
1 and 2 members.....	11.0	10.9	2.5	2.6	4.4	3.9	29	25	+16	29.2	29.3
3 members.....	13.5	12.8	2.4	2.3	4.3	3.7	21	17	+24	29.0	29.6
4 and 5 members.....	19.1	16.9	2.5	3.2	4.4	5.2	21	21	0	29.6	30.2
6 and over.....	17.2	14.3	2.6	3.1	5.1	5.7	13	12	+8	30.1	29.2
Presence of children:											
No children.....	11.4	10.9	2.5	2.6	4.3	4.0	26	22	+18	29.4	29.4
Under 6 years only.....	16.3	15.5	2.1	2.2	3.3	3.3	17	15	+13	28.5	29.9
6-12 years only.....	20.2	13.9	2.3	3.1	4.3	5.1	27	19	+42	29.1	29.2
13-17 years only.....	14.4	16.9	2.4	3.1	4.1	5.4	16	27	-41	29.2	29.4
Multiple-age groups.....	17.5	15.7	3.0	3.1	5.5	5.4	18	16	+12	30.0	30.2
Occupation of family head:											
Executive, professional..	12.2	9.8	1.8	2.7	3.2	4.3	12	14	-14	29.3	30.9
Clerical, sales, service..	12.2	9.6	2.7	2.2	5.1	4.1	22	14	+57	29.7	28.5
Craftsman, laborer.....	14.6	16.0	2.8	2.8	4.9	4.6	21	21	0	29.5	29.6
Farmer.....	17.6	12.5	3.3	3.3	5.7	5.8	26	20	+30	28.8	29.7
Unclassified.....	15.5	13.0	2.2	2.6	3.8	4.1	28	25	+12	29.8	29.7
Education of family head:											
Grammar school.....	15.6	15.2	2.8	2.9	4.6	4.4	23	21	+10	30.1	30.4
Some high school.....	13.9	13.2	2.6	2.7	4.7	4.6	21	20	+5	29.3	29.4
Some college.....	12.6	9.5	1.8	2.4	3.9	4.5	17	15	+13	28.6	28.9
Age of housewife:											
Under 35 years.....	14.6	14.6	2.4	2.4	4.2	3.8	17	15	+13	29.2	29.9
35-44 years.....	16.3	14.5	3.1	3.2	5.5	5.4	21	19	+11	29.5	29.7
45 years and over.....	13.3	12.1	2.3	2.7	4.1	4.5	23	22	+5	29.6	29.6
Work status of housewife:											
Employed.....	11.7	13.9	2.5	2.4	4.8	3.9	22	20	+10	28.9	29.5
Unemployed.....	15.2	12.9	2.5	2.9	4.4	4.8	21	19	+11	29.7	29.8

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 6.--FRESH ORANGES -- ALL PRODUCING AREAS

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per dozen	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	Dozs.	Dozs.	Dozs.	Dozs.	Pct.	Cents	Cents
United States.....	52.3	55.4	4.9	6.1	4.88	5.86	784	986	-20	53.6	51.1
Geographic region:											
Northeast.....	61.5	66.4	6.1	7.5	5.78	6.95	1,108	1,426	-22	58.4	56.3
North Central.....	56.0	61.2	4.5	5.4	4.61	5.57	812	1,063	-24	52.6	50.0
South.....	36.5	34.5	4.5	4.9	4.53	4.65	449	426	+5	46.4	47.3
Mountain-Southwest.....	46.3	48.3	4.4	5.0	3.64	4.37	535	659	-19	59.7	56.2
Pacific.....	54.4	57.8	4.2	5.5	4.51	6.05	857	1,203	-29	49.9	44.9
Size of community:											
Farm.....	39.5	40.0	4.0	4.7	4.42	5.15	451	528	-15	48.4	47.1
Cities: Under 10,000.....	45.1	45.9	4.2	5.0	4.08	4.87	566	680	-17	54.1	51.1
10,000-99,999.....	47.8	53.7	4.6	5.2	4.55	5.61	722	957	-25	55.5	49.8
100,000-499,999.....	53.4	55.1	4.8	5.9	4.68	5.49	781	946	-17	52.4	52.4
500,000 and over.....	62.6	67.8	5.7	7.2	5.58	6.71	1,062	1,416	-25	54.8	52.0
Family income:											
Upper.....	58.6	62.4	5.0	6.3	5.29	6.50	857	1,141	-25	55.1	51.4
Upper middle.....	51.1	57.0	4.8	6.3	4.65	6.13	640	961	-33	53.3	51.8
Lower middle.....	50.7	55.5	5.0	6.0	4.95	5.60	756	920	-18	53.2	50.7
Lower.....	49.3	47.7	5.0	5.7	4.62	5.14	896	908	-1	52.5	50.0
Size of family:											
1 and 2 members.....	48.2	53.2	5.3	6.4	4.47	5.29	1,200	1,553	-23	57.6	54.3
3 members.....	52.5	55.6	4.8	6.0	4.71	5.92	844	1,096	-23	52.9	51.4
4 and 5 members.....	58.0	58.9	4.8	6.0	5.02	5.96	684	800	-14	53.8	50.8
6 and over.....	54.3	55.7	5.1	5.7	6.34	7.63	469	603	-22	47.1	46.3
Presence of children:											
No children.....	50.2	53.1	5.4	6.5	4.82	5.73	1,186	1,464	-19	56.4	53.2
Under 6 years only.....	47.0	54.9	3.6	4.3	3.25	4.00	457	601	-24	52.2	51.8
6-12 years only.....	62.8	57.1	4.6	5.6	4.82	5.53	880	826	+7	54.3	50.4
13-17 years only.....	51.5	60.2	5.5	6.9	5.41	6.57	709	1,093	-35	53.6	52.3
Multiple-age groups.....	55.8	58.3	4.8	5.9	5.54	6.78	525	696	-25	49.8	48.2
Occupation of family head:											
Executive, professional.....	60.8	66.0	5.2	6.4	5.15	6.25	915	1,245	-27	55.1	51.8
Clerical, sales, service.....	55.9	55.3	5.6	7.1	5.18	6.41	981	1,183	-17	54.6	51.9
Craftsman, laborer.....	50.9	53.7	4.5	5.7	4.46	5.49	629	807	-22	53.4	51.6
Farmer.....	35.3	36.9	4.8	5.5	5.78	6.70	496	625	-21	47.9	46.7
Unclassified.....	51.3	56.6	5.2	6.1	5.04	5.59	1,181	1,372	-14	53.7	50.3
Education of family head:											
Grammar school.....	46.2	47.5	4.9	5.8	4.97	5.67	697	807	-14	52.1	50.5
Some high school.....	53.9	57.9	4.9	6.1	4.69	5.79	761	1,006	-24	54.2	51.9
Some college.....	59.6	64.5	5.1	6.3	5.16	6.29	1,015	1,290	-21	54.5	50.3
Age of housewife:											
Under 35 years.....	47.6	52.2	3.7	4.3	3.72	4.27	468	572	-18	51.8	49.5
35-44 years.....	53.1	57.5	4.8	6.3	5.18	6.69	600	874	-31	51.6	49.9
45 years and over.....	54.0	55.9	5.5	6.7	5.21	6.18	1,108	1,335	-17	55.1	52.4
Work status of housewife:											
Employed.....	52.6	53.8	5.0	6.0	4.67	5.61	884	1,073	-18	55.4	51.8
Unemployed.....	52.8	56.0	4.9	6.1	4.96	5.95	755	960	-21	53.0	50.9

Table 7.--FRESH GRAPEFRUIT -- ALL PRODUCING AREAS

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per dozen	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	Dozs.	Dozs.	Dozs.	Dozs.	Pct.	Cents	Cents
United States.....	32.5	36.1	3.7	4.4	1.54	1.71	153	188	-19	105.9	101.7
Geographic region:											
Northeast.....	40.9	44.6	3.8	5.0	1.25	1.73	159	238	-33	131.5	109.4
North Central.....	31.4	36.3	4.0	4.3	1.60	1.75	158	198	-20	111.4	101.1
South.....	21.7	27.4	3.7	3.9	1.40	1.56	82	113	-27	106.9	87.9
Mountain-Southwest.....	27.5	25.7	3.6	3.9	1.73	1.42	150	114	+32	95.2	116.5
Pacific.....	39.1	40.4	4.2	4.5	2.13	1.95	291	271	+ 7	85.7	97.8
Size of community:											
Farm.....	24.2	26.1	3.4	3.9	1.46	1.68	92	113	-19	104.2	96.2
Cities: Under 10,000....	26.2	28.2	3.5	4.0	1.57	1.76	127	151	-16	101.5	102.7
10,000-99,999.....	28.4	35.1	3.6	4.0	1.46	1.62	137	181	-24	104.5	99.6
100,000-499,999.....	33.7	37.8	4.0	4.4	1.64	1.66	173	196	-12	108.7	103.0
500,000 and over.....	40.7	44.1	3.9	5.0	1.51	1.76	192	242	-21	107.7	103.0
Family income:											
Upper.....	37.1	42.6	4.0	4.8	1.62	1.85	166	221	-25	113.2	105.5
Upper middle.....	29.8	33.5	3.3	4.1	1.26	1.63	101	150	-33	107.7	97.6
Lower middle.....	29.3	34.0	3.4	4.1	1.46	1.63	129	164	-21	101.2	100.5
Lower.....	33.5	34.6	4.1	4.6	1.71	1.71	226	219	+3	101.2	101.5
Size of family:											
1 and 2 members.....	37.8	41.9	4.5	5.3	1.79	1.98	376	459	-18	107.4	104.2
3 members.....	28.4	33.6	3.3	3.9	1.42	1.50	138	168	-18	103.0	102.7
4 and 5 members.....	31.0	33.4	2.9	3.3	1.20	1.32	87	100	-13	106.2	99.1
6 and over.....	23.4	25.2	2.7	3.8	1.27	1.73	40	62	-35	101.0	94.0
Presence of children:											
No children.....	37.8	41.2	4.4	5.3	1.78	2.03	330	402	-18	106.9	104.4
Under 6 years only.....	24.5	26.0	2.3	2.3	.90	.78	66	55	+20	108.4	103.6
6-12 years only.....	31.7	31.5	2.7	3.1	1.13	1.23	104	101	+3	100.4	101.2
13-17 years only.....	28.5	36.8	3.9	4.3	1.64	1.74	119	177	-33	109.7	98.9
Multiple-age groups.....	25.4	30.2	2.6	3.0	1.11	1.26	48	67	-28	101.5	93.9
Occupation of family head:											
Executive, professional..	41.1	49.0	3.6	4.5	1.44	1.63	174	240	-28	111.4	104.8
Clerical, sales, service..	36.7	37.6	4.3	4.8	1.70	1.86	211	233	-9	104.7	99.1
Craftsman, laborer.....	26.0	29.0	2.9	3.8	1.20	1.44	87	115	-24	106.5	105.1
Farmer.....	22.0	22.6	3.5	4.1	1.65	1.80	88	103	-15	106.7	97.5
Unclassified.....	39.4	44.5	4.8	5.4	1.99	2.16	358	416	-14	101.0	97.0
Education of family head:											
Grammar School.....	27.8	30.9	3.8	4.7	1.55	1.88	130	174	-25	105.7	99.0
Some high school.....	31.6	35.7	3.6	4.0	1.51	1.60	144	172	-16	103.7	102.5
Some college.....	43.0	46.9	3.9	4.7	1.58	1.71	224	254	-12	109.6	103.7
Age of housewife:											
Under 35 years.....	22.4	26.0	2.2	2.6	.89	.94	53	63	-16	103.4	101.0
35-44 years.....	27.0	32.6	2.8	3.4	1.17	1.35	69	100	-31	103.0	98.9
45 years and over.....	38.8	42.0	4.4	5.2	1.79	2.04	274	330	-17	106.9	102.5
Work status of housewife:											
Employed.....	32.8	37.1	3.9	4.2	1.53	1.59	181	210	-14	110.3	108.1
Unemployed.....	32.4	35.8	3.7	4.5	1.54	1.76	145	182	-20	104.3	99.5

Table 8.--CANNED GRAPEFRUIT SECTIONS

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid, April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per No. 2 can	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	No. 2 cans	No. 2 cans	Cases	Cases	Pct.	Cents	Cents
United States.....	13.3	14.1	3.6	2.9	6.7	5.5	11	10	+10	26.0	26.0
Geographic region:											
Northeast.....	16.0	18.7	4.1	3.0	7.9	5.5	16	13	+23	24.7	24.5
North Central.....	15.0	15.4	3.5	3.2	6.7	5.8	13	12	+8	25.5	25.7
South.....	5.4	5.9	3.1	2.5	5.3	4.6	3	3	0	27.3	26.0
Mountain-Southwest.....	9.8	7.4	3.0	2.5	5.8	4.1	8	4	+100	26.4	27.8
Pacific.....	19.5	20.7	3.0	2.5	5.5	5.0	16	15	+7	27.9	27.6
Size of community:											
Farm.....	8.4	6.5	3.3	2.8	7.2	6.5	7	5	+40	27.4	27.5
Cities: Under 10,000.....	11.6	11.2	3.0	3.3	5.3	5.8	8	8	0	26.0	26.1
10,000-99,999.....	13.9	14.2	3.4	2.6	7.0	5.3	13	10	+30	25.9	26.1
100,000-499,999.....	13.3	15.1	3.5	2.5	6.2	5.0	11	10	+10	25.8	25.0
500,000 and over.....	15.8	18.1	4.0	3.2	7.4	5.3	15	13	+15	25.7	25.9
Family income:											
Upper.....	16.2	18.7	4.0	2.9	8.4	5.8	16	12	+33	25.7	25.9
Upper middle.....	11.6	13.4	3.2	2.5	5.8	4.8	7	7	0	26.8	26.7
Lower middle.....	11.6	11.8	3.0	3.2	5.8	5.5	9	8	+12	25.2	25.9
Lower.....	13.6	12.9	3.8	3.2	6.5	5.5	14	11	+27	26.5	25.4
Size of family:											
1 and 2 members.....	16.8	18.1	3.8	3.3	6.7	5.8	26	24	+8	26.8	26.4
3 members.....	13.3	14.0	3.3	2.4	6.2	4.3	12	8	+50	25.5	24.6
4 and 5 members.....	10.0	10.5	3.6	2.8	7.0	5.3	7	5	+40	25.1	25.5
6 and over.....	7.1	7.3	3.1	2.7	7.2	6.2	3	3	0	25.6	26.9
Presence of children:											
No children.....	16.6	17.7	3.8	3.2	7.0	5.5	23	20	+15	26.6	26.2
Under 6 years only.....	7.4	10.2	3.0	2.1	5.8	3.6	5	4	+25	24.5	26.4
6-12 years only.....	15.4	10.9	2.6	3.4	4.6	7.0	9	8	+12	25.2	25.2
13-17 years only.....	9.9	14.7	4.7	2.8	9.8	5.5	10	9	+11	25.4	25.5
Multiple-age groups.....	8.3	8.4	3.0	2.4	6.2	4.8	4	3	+33	25.2	25.7
Occupation of family head:											
Executive, professional.....	14.5	20.2	3.6	3.0	7.2	5.5	13	14	-7	25.9	25.8
Clerical, sales, service.....	18.2	15.0	3.2	2.5	5.8	4.3	15	9	+67	26.0	27.0
Craftsman, laborer.....	10.0	11.2	3.3	2.6	6.2	5.0	7	6	+17	25.5	25.8
Farmer.....	7.1	5.7	3.5	3.9	7.7	8.9	6	5	+20	27.5	26.8
Unclassified.....	18.6	18.0	4.1	3.5	7.2	6.0	26	20	+30	26.4	25.5
Education of family head:											
Grammar school.....	10.9	10.5	3.8	3.3	7.2	6.2	10	8	+25	26.1	25.7
Some high school.....	13.5	14.7	3.5	3.1	7.0	5.8	12	10	+20	25.5	25.9
Some college.....	17.2	19.6	3.4	2.2	6.0	4.1	14	10	+40	26.9	26.4
Age of housewife:											
Under 35 years.....	7.3	8.6	2.3	1.7	3.8	2.9	3	2	+50	25.7	26.4
35-44 years.....	8.8	12.0	3.1	2.3	6.0	4.8	5	6	-17	25.8	25.4
45 years and over.....	17.5	17.4	3.9	3.4	7.4	6.2	21	17	+24	26.1	26.1
Work status of housewife:											
Employed.....	13.6	15.5	3.4	2.6	6.0	4.8	12	11	+9	26.4	25.8
Unemployed.....	13.2	13.7	3.6	3.1	7.0	5.5	11	9	+22	25.9	26.0

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 9.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
	1960	1959	Number		Quantity		1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	15.7	20.0	2.7	3.1	3.9	4.4	20	28	-29	31.3	30.3
Geographic region:											
Northeast.....	16.4	23.2	3.1	3.1	4.2	4.3	23	33	-30	30.1	28.9
North Central.....	13.2	16.7	2.6	3.1	4.1	5.1	18	28	-36	31.6	29.4
South.....	16.9	19.8	2.8	3.4	4.0	4.7	20	26	-23	30.5	30.2
Mountain-Southwest.....	17.3	19.4	2.4	3.1	3.4	4.1	20	27	-26	32.6	32.1
Pacific.....	17.2	20.9	2.2	2.3	3.2	2.9	20	22	-9	33.0	33.4
Size of community:											
Farm.....	13.9	15.6	2.6	3.0	3.9	4.1	15	18	-17	31.7	31.1
Cities: Under 10,000....	14.9	17.9	2.7	3.6	3.7	5.0	18	29	-38	31.7	30.9
10,000-99,999.....	15.5	20.0	2.3	3.0	3.6	4.8	20	32	-38	31.9	30.0
100,000-499,999.....	15.3	19.3	2.6	3.0	3.6	4.1	18	26	-31	31.2	30.4
500,000 and over.....	17.3	23.3	2.9	2.9	4.4	4.1	26	32	-19	30.7	29.5
Family income:											
Upper.....	16.4	21.1	2.6	2.9	4.0	4.4	19	28	-32	32.1	30.6
Upper middle.....	13.9	17.9	2.8	3.5	4.3	4.9	17	26	-35	30.8	29.3
Lower middle.....	14.7	19.6	2.6	3.0	3.7	4.6	17	28	-39	30.7	30.7
Lower.....	17.5	21.1	2.8	2.9	3.9	3.9	28	32	-12	31.5	30.5
Size of family:											
1 and 2 members.....	17.6	23.4	2.9	3.1	4.3	4.4	45	61	-26	31.2	30.5
3 members.....	15.4	18.4	2.3	2.9	3.0	4.1	17	27	-37	31.2	29.5
4 and 5 members.....	13.3	16.3	2.4	2.7	3.3	3.7	11	14	-21	31.0	30.1
6 and over.....	14.9	18.1	3.3	4.0	5.2	6.1	11	17	-35	32.7	30.5
Presence of children:											
No children.....	17.6	22.9	2.8	3.1	4.2	4.4	39	52	-25	31.3	30.5
Under 6 years only.....	16.7	18.0	1.8	2.5	2.3	3.0	13	16	-19	31.5	29.3
6-12 years only.....	13.3	12.6	3.4	3.7	5.1	5.9	21	21	0	30.8	30.5
13-17 years only.....	14.7	21.7	2.7	3.1	3.9	4.3	15	28	-46	31.7	30.6
Multiple-age groups.....	12.1	16.2	2.5	3.0	3.4	4.3	8	13	-38	31.4	29.9
Occupation of family head:											
Executive, professional..	18.3	21.1	2.7	3.3	3.7	4.9	21	33	-36	31.7	30.0
Clerical, sales, service..	17.3	19.4	2.9	2.8	3.7	3.9	23	26	-12	29.9	29.9
Craftsman, laborer.....	14.1	18.0	2.6	2.9	3.8	4.1	16	22	-27	31.9	30.9
Farmer.....	10.8	15.3	2.7	2.9	4.1	3.9	12	16	-25	30.9	31.3
Unclassified.....	17.7	26.1	2.9	3.3	4.6	4.8	40	58	-31	31.1	29.7
Education of family head:											
Grammar school.....	15.7	20.6	2.9	3.3	4.6	4.8	23	32	-28	31.6	30.7
Some high school.....	14.7	19.3	2.6	2.9	3.5	4.1	16	26	-38	31.1	29.6
Some college.....	18.2	20.4	2.6	2.9	3.8	4.0	24	28	-14	31.2	30.8
Age of housewife:											
Under 35 years.....	13.6	16.5	2.3	2.5	2.7	3.3	11	15	-27	31.9	29.9
35-44 years.....	12.0	17.2	2.5	2.7	3.6	3.8	10	16	-38	30.0	30.0
45 years and over.....	18.1	22.6	2.9	3.3	4.4	4.9	33	46	-28	31.5	30.5
Work status of housewife:											
Employed.....	17.9	21.4	2.6	3.0	3.9	4.1	27	34	-21	30.8	30.8
Unemployed.....	14.9	19.4	2.7	3.1	3.9	4.5	18	27	-33	31.5	30.1

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 10.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
	1960	1959	Number		Quantity		1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	46-oz cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	28.1	29.3	2.9	3.0	4.2	3.9	39	36	+8	29.5	32.1
Geographic region:											
Northeast.....	32.4	37.0	3.7	3.6	5.6	4.5	61	55	+11	28.5	31.0
North Central.....	21.2	23.0	2.3	2.4	3.2	3.1	23	24	-4	31.6	34.3
South.....	27.1	25.1	2.7	3.2	3.4	3.9	27	27	0	31.2	33.6
Mountain-Southwest.....	29.8	31.3	2.7	2.7	3.9	3.8	40	39	+3	32.3	34.3
Pacific.....	35.7	32.3	2.3	2.4	4.1	3.4	55	40	+38	25.6	28.2
Size of community:											
Farm.....	22.5	20.9	2.6	2.9	4.0	4.1	25	23	+9	31.7	34.5
Cities: Under 10,000....	25.0	23.8	2.5	2.9	3.5	3.8	29	29	0	31.8	34.0
10,000-99,999.....	25.8	26.1	2.8	3.1	4.0	3.9	37	35	+6	28.8	31.9
100,000-499,999.....	27.3	29.9	2.7	2.9	4.1	3.7	35	37	-5	29.6	31.6
500,000 and over.....	33.6	36.8	3.3	3.1	5.0	3.9	56	47	+19	27.7	30.3
Family income:											
Upper.....	29.4	34.7	3.1	3.0	4.9	4.0	42	42	0	29.5	32.5
Upper middle.....	28.0	29.7	2.7	3.0	4.1	3.9	33	34	-3	29.4	31.6
Lower middle.....	26.6	27.9	2.9	3.4	4.2	4.1	36	36	0	29.0	31.7
Lower.....	28.5	25.6	2.8	2.5	3.9	3.3	46	33	+39	29.9	32.2
Size of family:											
1 and 2 members.....	27.0	28.9	2.9	2.8	4.1	3.7	66	62	+6	29.2	32.2
3 members.....	27.8	27.6	2.6	3.0	3.7	3.7	37	36	+3	29.4	32.1
4 and 5 members.....	30.5	32.3	2.9	3.0	4.2	3.8	32	29	+10	29.3	32.0
6 and over.....	27.4	27.4	3.7	3.6	6.3	5.4	25	22	+14	30.2	31.8
Presence of children:											
No children.....	27.5	29.4	3.0	2.8	4.2	3.7	61	56	+9	29.5	32.3
Under 6 years only.....	27.7	31.4	2.8	2.8	3.3	3.2	29	29	0	29.7	31.8
6-12 years only.....	34.8	27.3	3.0	3.0	4.3	4.3	47	32	+47	29.2	32.0
13-17 years only.....	26.2	28.7	2.4	3.0	3.7	3.5	26	30	-13	29.5	32.2
Multiple-age groups.....	27.8	29.3	3.1	3.4	4.9	4.5	25	25	0	29.4	31.7
Occupation of family head:											
Executive, professional..	29.7	32.2	2.8	3.0	4.3	3.9	40	40	0	29.2	31.5
Clerical, sales, service..	28.2	28.4	3.3	3.6	4.8	4.6	49	46	+7	28.1	30.8
Craftsman, laborer.....	27.9	28.9	2.9	3.0	4.1	3.7	34	31	+10	29.7	31.9
Farmer.....	20.0	18.2	2.3	3.0	3.7	3.9	19	19	0	31.5	35.4
Unclassified.....	30.1	33.0	3.0	2.7	4.3	3.7	63	55	+15	29.4	32.5
Education of family head:											
Grammar school.....	26.3	26.7	3.0	2.9	4.1	3.8	35	32	+9	30.9	33.1
Some high school.....	28.4	29.9	2.9	3.1	4.3	3.9	39	37	+5	29.1	32.0
Some college.....	30.9	32.8	2.8	2.8	4.4	3.9	47	43	+9	28.3	30.9
Age of housewife:											
Under 35 years.....	27.4	27.6	2.9	3.1	4.0	3.8	31	28	+11	29.2	31.6
35-44 years.....	26.4	30.3	2.8	3.0	4.4	4.1	27	30	-10	29.6	31.8
45 years and over.....	29.1	29.7	3.0	2.9	4.3	3.8	53	46	+15	29.5	32.4
Work status of housewife:											
Employed.....	28.6	28.2	2.9	3.1	4.5	4.1	49	44	+11	29.1	31.5
Unemployed.....	28.0	29.7	2.9	2.9	4.2	3.8	36	34	+6	29.6	32.2

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 11.--CANNED SINGLE-STRENGTH PINEAPPLE-GRAPEFRUIT DRINK
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	25.4	26.6	2.9	2.9	5.1	4.5	42	38	+11	28.2	30.5
Geographic region:											
Northeast.....	31.5	31.9	3.0	3.3	5.3	5.0	55	53	+4	27.9	30.5
North Central.....	25.9	28.0	2.9	2.8	5.1	4.4	44	41	+7	28.4	30.5
South.....	14.0	17.3	2.9	2.8	4.2	3.7	17	18	-6	30.8	32.6
Mountain-Southwest.....	23.7	22.5	2.7	2.8	4.8	4.1	38	30	+27	30.3	32.1
Pacific.....	31.6	30.1	2.7	2.6	5.4	4.6	64	51	+25	25.8	28.3
Size of community:											
Farm.....	17.5	17.2	2.6	3.0	4.8	5.0	23	24	-4	30.4	31.0
Cities: Under 10,000....	21.8	20.8	2.7	2.8	4.4	4.3	32	29	+10	29.3	31.4
10,000-99,999.....	25.3	27.2	2.9	2.8	5.8	4.2	52	39	+33	27.5	30.3
100,000-499,999.....	24.9	29.3	3.0	3.0	5.4	4.7	44	46	-4	28.7	30.9
500,000 and over.....	30.8	31.5	3.0	3.0	5.0	4.4	51	46	+11	26.9	29.4
Family income:											
Upper.....	29.5	30.9	2.9	3.1	5.2	5.0	45	46	-2	27.8	30.2
Upper middle.....	23.3	29.0	3.0	3.3	5.7	5.3	38	44	-14	27.8	30.4
Lower middle.....	25.8	25.0	2.8	2.6	4.7	3.9	39	30	+30	28.2	30.8
Lower.....	23.2	22.0	2.8	2.5	4.8	3.7	46	32	+44	29.1	30.8
Size of family:											
1 and 2 members.....	25.6	26.7	2.7	2.8	4.6	4.1	71	64	+11	28.2	30.8
3 members.....	26.4	28.2	3.1	3.0	5.4	4.3	51	43	+19	28.8	30.6
4 and 5 members.....	26.7	26.2	2.9	2.9	5.4	4.7	36	30	+20	27.8	30.3
6 and over.....	19.6	23.8	2.8	3.7	5.1	6.1	14	22	-36	28.2	30.0
Presence of children:											
No children.....	26.1	26.7	2.8	2.8	5.0	4.1	67	57	+18	28.4	30.8
Under 6 years only.....	25.4	27.9	3.3	2.7	5.1	3.9	41	32	+28	28.6	30.0
6-12 years only.....	29.7	28.2	3.0	3.5	5.2	5.5	48	44	+9	27.9	30.8
13-17 years only.....	23.3	26.3	2.4	2.5	4.0	3.8	26	29	-10	28.1	30.4
Multiple-age groups.....	22.5	25.2	3.0	3.3	5.7	5.4	24	26	-8	27.7	30.0
Occupation of family head:											
Executive, professional..	29.7	32.6	2.9	3.1	5.1	4.6	47	48	-2	28.0	30.5
Clerical, sales, service..	30.0	30.2	3.1	2.5	5.4	3.7	58	40	+45	28.0	30.4
Craftsman, laborer.....	22.8	24.3	2.8	3.1	4.9	4.8	33	34	-3	28.0	30.5
Farmer.....	18.6	19.0	2.8	3.3	5.0	5.9	24	30	-20	29.4	30.2
Unclassified.....	26.5	26.4	2.7	2.6	5.7	3.9	66	47	+40	28.6	30.5
Education of family head:											
Grammar school.....	22.4	21.8	2.7	2.6	4.5	3.9	33	28	+18	28.9	30.8
Some high school.....	25.0	28.3	2.9	3.0	5.2	4.7	41	42	-2	28.2	30.5
Some college.....	31.8	31.5	3.1	3.1	5.5	4.8	62	51	+22	27.6	30.0
Age of housewife:											
Under 35 years.....	23.4	24.7	3.1	3.0	5.1	4.4	34	30	+13	28.1	30.5
35-44 years.....	24.4	27.7	3.0	3.3	5.4	5.2	31	34	-9	27.6	30.1
45 years and over.....	26.6	26.9	2.8	2.7	4.9	4.2	55	47	+17	28.5	30.7
Work status of housewife:											
Employed.....	26.6	28.7	2.8	2.9	4.9	4.2	50	46	+9	28.2	30.7
Unemployed.....	25.0	25.8	2.9	2.9	5.2	4.6	40	36	+11	28.2	30.4

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--PRUNE JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 32-oz. bottle	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	32-oz. bottle	32-oz. bottle	Cases	Cases	Pct.	Cents	Cents
United States.....	15.0	16.5	4.9	4.4	6.1	5.4	21	20	+5	43.9	43.5
Geographic region:											
Northeast.....	21.7	24.8	6.0	5.0	7.6	5.9	38	34	+12	40.8	41.2
North Central.....	11.8	12.9	3.7	3.5	4.0	3.8	11	11	0	45.8	45.3
South.....	11.8	12.6	4.5	4.6	5.7	5.4	14	13	+8	45.2	44.1
Mountain-Southwest.....	15.2	13.3	4.3	4.9	5.8	7.3	20	22	-9	47.4	46.3
Pacific.....	12.8	15.1	4.7	4.2	5.8	5.1	19	20	-5	45.5	44.0
Size of community:											
Farm.....	8.5	7.6	4.0	4.0	5.3	4.7	9	7	+29	44.8	44.7
Cities: Under 10,000....	12.5	13.4	4.5	4.9	5.5	5.8	16	17	-6	45.6	44.6
10,000-99,999.....	14.2	14.9	4.2	4.2	4.7	4.9	17	17	0	45.6	44.7
100,000-499,999.....	14.7	15.4	4.6	4.2	6.2	5.8	21	21	0	44.9	44.7
500,000 and over.....	19.5	23.0	5.5	4.4	6.9	5.3	31	28	+11	41.8	41.5
Family income:											
Upper.....	16.9	20.2	4.7	4.2	5.7	5.8	20	24	-17	43.8	43.6
Upper middle.....	13.9	15.7	4.7	4.2	6.3	5.1	18	16	+12	44.2	42.9
Lower middle.....	14.8	17.6	6.1	4.3	7.4	4.9	25	19	+32	44.0	43.4
Lower.....	14.5	12.9	4.3	5.0	5.1	5.7	22	20	+10	43.5	44.0
Size of family:											
1 and 2 members.....	15.8	18.3	4.8	4.3	5.8	5.1	38	38	0	44.6	44.3
3 members.....	18.1	17.5	6.0	5.4	7.2	6.2	33	27	+22	42.8	42.9
4 and 5 members.....	13.0	14.5	4.2	3.9	5.5	5.3	13	13	0	43.7	42.4
6 and over.....	10.6	12.0	4.3	3.9	5.8	4.9	6	6	0	44.4	44.4
Presence of children:											
No children.....	16.8	18.9	5.4	4.7	6.9	5.9	42	40	+5	44.3	44.1
Under 6 years only.....	15.7	15.0	2.8	2.5	2.8	2.7	10	8	+25	43.2	42.8
6-12 years only.....	15.6	14.9	5.3	4.4	6.2	4.9	21	14	+50	42.0	41.8
13-17 years only.....	13.4	14.4	6.2	6.3	8.0	7.7	20	23	-13	45.2	43.1
Multiple-age groups.....	10.8	13.0	3.6	3.3	4.2	3.8	6	6	0	43.0	42.2
Occupation of family head:											
Executive, professional..	16.8	20.6	4.5	3.7	5.1	4.2	19	19	0	43.6	42.7
Clerical, sales, service:	16.5	17.4	4.5	4.2	5.4	5.1	22	22	0	43.5	43.6
Craftsman, laborer.....	15.0	16.2	5.4	4.9	6.5	5.7	20	19	+5	44.3	43.3
Farmer.....	5.3	6.8	4.8	4.0	7.0	5.1	7	6	+17	44.0	44.6
Unclassified.....	16.2	16.5	4.6	4.6	6.8	6.6	37	35	+6	43.5	44.4
Education of family head:											
Grammar school.....	13.9	13.8	5.3	4.9	7.3	6.3	23	20	+15	43.4	43.7
Some high school.....	15.8	18.3	5.1	4.5	5.9	5.3	21	22	-5	44.3	43.4
Some college.....	15.2	17.4	3.7	3.5	4.5	4.0	16	17	-6	44.0	43.2
Age of housewife:											
Under 35 years.....	12.3	12.8	2.7	2.8	2.8	3.0	7	7	0	45.0	42.8
35-44 years.....	13.4	16.5	4.3	4.0	5.0	4.7	11	13	-15	42.6	42.2
45 years and over.....	16.8	18.1	5.7	5.0	7.4	6.3	36	33	+9	44.0	44.0
Work status of housewife:											
Employed.....	15.8	19.5	4.4	3.9	5.3	4.6	22	24	-8	44.0	42.7
Unemployed.....	14.7	15.4	5.1	4.6	6.5	5.8	20	19	+5	43.8	43.8

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOMATO JUICE
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
			Number		Quantity						
	1960	1959	1960	1959	1960	1959	1960	1959	Change from 1959	1960	1959
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	39.0	42.1	3.3	3.7	4.4	5.1	56	69	-19	27.7	26.3
Geographic region:											
Northeast.....	44.6	46.7	4.2	4.6	5.0	5.7	74	89	-17	29.3	28.5
North Central.....	36.3	41.4	2.9	3.2	3.9	4.7	47	65	-28	28.3	27.0
South.....	28.5	30.8	3.2	3.4	3.8	4.3	30	38	-21	29.1	28.5
Mountain-Southwest.....	43.9	43.1	3.1	3.4	4.1	4.5	61	65	-6	28.2	27.3
Pacific.....	46.5	52.4	3.2	3.1	5.2	5.2	89	100	-11	24.4	21.6
Size of community:											
Farm.....	22.9	24.3	3.3	3.5	4.9	5.3	31	35	-11	28.2	27.4
Cities: Under 10,000....	33.8	35.8	2.9	3.1	3.8	4.4	42	51	-18	28.6	27.7
10,000-99,999.....	40.8	44.3	3.2	3.5	4.4	5.3	63	79	-20	27.3	26.0
100,000-499,999.....	39.3	44.5	3.0	3.2	4.1	4.6	54	68	-21	27.3	26.1
500,000 and over.....	46.9	50.1	3.9	4.3	4.8	5.4	75	91	-18	27.3	25.5
Family income:											
Upper.....	48.1	52.7	3.6	4.1	5.0	5.6	70	89	-21	27.9	26.2
Upper middle.....	41.8	46.4	3.3	3.5	4.3	5.0	52	68	-24	28.0	26.5
Lower middle.....	34.9	39.5	3.3	3.6	4.4	4.9	49	61	-20	27.4	26.5
Lower.....	32.7	31.6	3.1	3.3	3.9	4.3	53	54	-2	27.2	26.1
Size of family:											
1 and 2 members.....	37.2	40.7	3.5	3.5	4.3	4.5	95	108	-12	27.6	25.4
3 members.....	38.3	42.0	3.3	3.7	4.2	4.9	59	73	-19	27.7	27.0
4 and 5 members.....	43.2	45.2	3.3	3.8	4.3	5.3	47	57	-18	27.8	26.8
6 and over.....	36.9	40.9	3.5	4.1	5.4	6.8	29	42	-31	27.5	26.4
Presence of children:											
No children.....	37.7	40.8	3.6	3.7	4.5	4.9	89	102	-13	27.8	26.0
Under 6 years only.....	46.3	48.9	2.7	3.0	3.2	3.7	48	53	-9	27.6	26.7
6-12 years only.....	47.3	40.3	3.3	3.4	4.6	5.0	67	56	+20	27.4	26.5
13-17 years only.....	34.0	43.8	3.6	4.2	4.9	6.0	45	78	-42	27.5	26.3
Multiple-age groups.....	37.0	42.3	3.2	3.8	4.5	5.6	30	45	-33	27.6	26.6
Occupation of family head:											
Executive, professional.....	50.3	53.3	3.4	4.1	4.3	5.4	67	92	-27	28.0	26.4
Clerical, sales, service.....	48.4	47.6	3.5	3.7	4.2	4.7	74	80	-8	27.8	25.6
Craftsman, laborer.....	36.1	40.0	3.3	3.5	4.4	5.0	47	58	-19	27.8	26.6
Farmer.....	21.9	23.7	2.9	3.2	4.7	5.4	27	34	-21	27.9	27.0
Unclassified.....	34.8	39.9	3.4	3.5	4.5	4.9	77	89	-13	26.6	25.8
Education of family head:											
Grammar school.....	30.2	34.2	3.6	3.7	4.7	5.2	46	56	-18	28.1	27.0
Some high school.....	41.5	44.3	3.3	3.7	4.3	5.1	57	72	-21	27.6	26.3
Some college.....	49.3	52.2	3.2	3.5	4.3	4.8	75	85	-12	27.3	25.7
Age of housewife:											
Under 35 years.....	41.7	42.5	2.6	3.0	3.2	3.8	38	43	-12	27.5	26.8
35-44 years.....	38.3	44.3	3.0	3.7	4.1	5.4	37	58	-36	27.8	26.2
45 years and over.....	38.0	41.1	3.8	4.0	5.1	5.4	80	92	-13	27.7	26.2
Work status of housewife:											
Employed.....	39.9	43.6	3.3	3.5	4.1	4.9	63	80	-21	28.0	26.3
Unemployed.....	38.6	41.6	3.4	3.7	4.5	5.1	54	65	-17	27.5	26.3

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960 ^{1/}

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons			Paid per 46-oz. can	
	1960	1959	Number		Quantity		1960	1959	Change from 1959	1960	1959
			1960	1959	1960	1959					
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.	Cents	Cents
United States.....	45.5	42.6	4.1	4.0	3.6	3.7	53	54	-2	36.9	38.3
Geographic region:											
Northeast.....	56.9	56.0	4.8	4.6	4.1	4.1	77	82	-6	35.3	37.0
North Central.....	42.7	36.8	3.7	3.5	3.2	3.3	45	45	0	36.9	38.2
South.....	31.4	30.6	3.8	3.6	2.7	2.9	25	27	-7	35.4	37.2
Mountain-Southwest.....	43.3	36.3	3.7	3.9	2.8	3.4	41	43	-5	40.9	41.1
Pacific.....	52.4	51.5	4.2	4.1	4.2	4.1	82	81	+1	37.8	39.6
Size of community:											
Farm.....	25.0	21.8	3.2	3.9	2.6	3.4	18	21	-14	38.6	39.2
Cities: Under 10,000....	34.8	32.4	3.4	3.3	2.9	3.2	33	35	-6	36.6	38.6
10,000-99,999.....	45.4	39.7	3.7	3.6	3.0	3.4	48	49	-2	37.2	38.7
100,000-499,999.....	47.1	43.8	3.8	3.5	3.0	3.2	46	49	-6	38.5	38.7
500,000 and over.....	58.6	56.9	4.8	4.6	4.4	4.2	86	86	0	36.0	37.6
Family income:											
Upper.....	52.9	52.5	4.6	4.4	4.3	4.3	67	72	-7	36.9	38.4
Upper middle.....	45.5	44.7	3.9	4.0	3.3	3.9	43	53	-19	37.1	38.1
Lower middle.....	43.8	40.7	4.2	4.0	3.5	3.6	49	49	0	36.2	38.4
Lower.....	40.7	33.6	3.8	3.2	3.0	2.8	51	41	+24	37.8	38.1
Size of family:											
1 and 2 members.....	46.4	42.9	4.2	4.0	3.3	3.5	91	95	-4	38.0	39.3
3 members.....	48.2	46.0	4.3	3.8	3.5	3.5	61	62	-2	37.5	38.4
4 and 5 members.....	46.5	43.6	4.2	4.1	3.8	3.9	44	44	0	36.8	37.9
6 and over.....	34.1	32.4	3.9	4.0	4.2	4.5	21	23	-9	34.5	36.8
Presence of children:											
No children.....	47.2	43.0	4.3	4.1	3.6	3.7	89	88	+1	37.9	38.9
Under 6 years only.....	46.7	50.9	4.3	3.6	2.9	3.2	44	48	-8	36.4	37.1
6-12 years only.....	49.4	42.4	4.0	3.8	3.9	3.4	58	43	+35	35.4	38.1
13-17 years only.....	43.8	44.6	3.8	3.6	3.5	3.5	41	52	-21	37.0	40.0
Multiple-age groups.....	39.5	37.0	3.8	4.1	3.6	4.2	26	31	-16	36.2	37.2
Occupation of family head:											
Executive, professional..	54.9	54.8	4.8	4.7	4.7	4.6	80	85	-6	36.6	38.0
Clerical, sales, service..	53.9	46.6	4.9	4.0	4.1	3.5	80	63	+27	37.1	38.4
Craftsman, laborer.....	42.4	39.7	3.6	3.7	2.9	3.5	36	43	-16	36.6	38.3
Farmer.....	23.6	21.2	2.9	3.7	2.4	3.1	15	19	-21	38.3	38.7
Unclassified.....	46.2	43.1	4.2	3.5	3.3	3.2	74	70	+6	37.9	38.6
Education of family head:											
Grammar school.....	38.1	33.5	3.8	3.9	3.2	3.6	39	41	-5	36.8	39.4
Some high school.....	46.0	44.8	3.9	3.8	3.3	3.5	49	54	-9	37.4	37.9
Some college.....	57.7	54.4	5.0	4.4	4.4	4.2	90	82	+10	36.4	37.9
Age of housewife:											
Under 35 years.....	43.1	43.6	4.0	3.5	3.2	3.1	39	39	0	36.7	37.5
35-44 years.....	42.4	40.8	4.0	4.2	3.7	4.1	36	43	-16	35.6	37.6
45 years and over.....	47.6	42.8	4.2	4.1	3.7	3.8	72	72	0	37.7	39.0
Work status of housewife:											
Employed.....	48.4	45.3	4.1	3.9	3.5	3.5	65	65	0	38.0	38.6
Unemployed.....	44.4	41.6	4.2	4.0	3.6	3.8	49	51	-4	36.5	38.2

^{1/} All juices other than orange, grapefruit, pineapple, prune and tomato.
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 15.--TOTAL CANNED SINGLE-STRENGTH JUICES

Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1959 and 1960

Place of residence or family characteristic	Proportion of families buying		Purchase per buying family				Purchases per 1,000 persons		
	1960	1959	Number		Quantity		1960	1959	Change :from 1959
			1960	1959	1960	1959			
	Pct.	Pct.	No.	No.	46-oz. cans	46-oz. cans	Cases	Cases	Pct.
United States.....	77.8	80.8	7.5	7.9	8.5	8.8	218	231	-6
Geographic region:									
Northeast.....	84.7	89.5	9.6	10.0	10.5	10.7	296	316	-6
North Central.....	73.3	77.9	6.1	6.4	6.9	7.4	168	191	-12
South.....	69.1	70.6	7.4	7.8	8.2	8.4	163	166	-2
Mountain-Southwest.....	81.7	77.7	6.7	7.6	7.5	8.5	206	219	-6
Pacific.....	84.9	87.7	6.9	7.2	8.9	8.6	282	278	+1
Size of community:									
Farm.....	60.2	61.1	6.5	6.6	8.2	7.5	135	126	+7
Cities: Under 10,000.....	74.0	75.1	6.3	7.1	7.3	8.1	178	196	-9
10,000-99,999.....	79.2	81.7	6.8	7.1	7.6	8.4	212	231	-8
100,000-499,999.....	79.7	81.8	6.7	7.3	7.5	8.2	200	223	-10
500,000 and over.....	84.7	90.2	9.2	9.6	10.3	10.1	293	305	-4
Family income:									
Upper.....	81.5	87.4	8.4	9.1	10.0	10.5	241	274	-12
Upper middle.....	77.9	83.0	7.2	8.0	8.4	9.1	186	221	-16
Lower middle.....	76.1	77.8	7.6	7.9	8.4	8.6	204	211	-3
Lower.....	76.1	75.6	6.9	6.8	7.6	7.2	242	216	+12
Size of family:									
1 and 2 members.....	76.8	81.7	7.5	7.7	8.2	8.3	373	398	-6
3 members.....	80.9	81.5	7.8	8.2	8.2	8.5	240	249	-4
4 and 5 members.....	79.7	81.8	7.4	8.1	8.7	9.0	173	178	-3
6 and over.....	71.1	73.3	7.7	8.4	10.7	11.6	111	129	-14
Presence of children:									
No children.....	77.8	81.3	8.0	8.2	8.8	8.9	360	370	-3
Under 6 years only.....	87.4	92.4	6.7	6.7	6.3	6.7	175	180	-3
6-12 years only.....	85.5	73.4	7.6	7.9	9.5	9.4	251	192	+31
13-17 years only.....	70.5	80.3	7.8	8.8	9.3	9.9	177	234	-24
Multiple-age groups.....	72.8	77.2	6.8	7.7	8.4	9.4	111	136	-18
Occupation of family head:									
Executive, professional.....	84.9	89.6	8.1	9.1	9.3	10.0	245	288	-15
Clerical, sales, service.....	82.0	84.1	8.7	8.1	9.2	8.5	273	256	+7
Craftsman, laborer.....	76.9	78.5	7.0	7.7	8.0	8.5	181	196	-8
Farmer.....	54.4	56.6	5.6	6.4	7.3	7.5	103	115	-10
Unclassified.....	79.4	85.4	7.7	7.7	8.9	8.8	345	348	-1
Education of family head:									
Grammar school.....	70.4	73.3	7.7	7.9	9.1	9.1	206	214	-4
Some high school.....	79.6	83.9	7.2	7.9	8.0	8.5	204	230	-11
Some college.....	87.0	87.7	7.9	8.1	8.9	9.1	274	270	+1
Age of housewife:									
Under 35 years.....	81.8	82.7	6.3	6.5	6.4	6.7	148	151	-2
35-44 years.....	72.5	78.3	6.9	8.1	8.4	9.5	140	180	-22
45 years and over.....	78.1	80.9	8.3	8.5	9.6	9.6	314	319	-2
Work status of housewife:									
Employed.....	77.9	83.0	7.6	7.9	8.6	8.7	258	274	-6
Unemployed.....	77.8	79.9	7.5	8.0	8.5	8.9	206	219	-6

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 16.--MISCELLANEOUS CANNED SINGLE-STRENGTH FRUIT DRINKS
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1960 1/

Place of residence or family characteristic	Proportion of families buying	Purchase per buying family		Purchases per 1,000 persons	Paid per 46-oz. can
		Number	Quantity		
		1960	1960		
	Percent	Number	46-oz. cans	Cases	Cents
United States.....	34.0	3.7	5.4	60	34.2
Geographic region:					
Northeast.....	45.6	4.9	7.2	108	34.7
North Central.....	34.5	3.4	4.7	55	33.5
South.....	21.6	2.9	4.4	28	34.9
Mountain-Southwest.....	29.4	2.8	3.9	38	34.8
Pacific.....	31.7	2.4	3.6	42	32.8
Size of community:					
Farm.....	21.4	3.3	4.9	29	34.4
Cities: Under 10,000.....	29.6	3.1	4.5	44	34.7
10,000-99,999.....	33.8	3.4	4.8	58	34.3
100,000-499,999.....	36.2	3.4	4.8	57	34.2
500,000 and over.....	40.1	4.4	6.6	88	33.8
Family income:					
Upper.....	39.7	4.5	7.0	82	34.2
Upper middle.....	34.1	3.7	5.1	50	34.0
Lower middle.....	33.4	3.6	5.2	55	34.3
Lower.....	29.9	3.1	4.1	52	34.4
Size of family:					
1 and 2 members.....	29.2	2.9	4.0	70	34.7
3 members.....	38.7	3.8	5.3	74	34.0
4 and 5 members.....	39.7	4.3	6.4	63	34.2
6 and over.....	30.6	5.0	8.1	36	33.9
Presence of children:					
No children.....	30.1	3.2	4.5	70	34.7
Under 6 years only.....	41.6	3.2	4.4	59	33.5
6-12 years only.....	45.3	4.1	5.9	83	34.1
13-17 years only.....	34.5	4.0	5.5	52	34.6
Multiple-age groups.....	35.0	4.9	7.6	48	34.0
Occupation of family head:					
Executive, professional.....	39.6	4.1	6.2	77	34.0
Clerical, sales, service.....	36.6	3.6	5.0	66	34.5
Craftsman, laborer.....	35.2	3.9	5.5	58	34.1
Farmer.....	23.7	2.6	3.7	22	34.2
Unclassified.....	28.6	3.2	4.7	65	34.9
Education of family head:					
Grammar school.....	27.9	3.4	4.8	43	34.7
Some high school.....	35.8	3.8	5.4	62	34.2
Some college.....	41.1	4.0	6.3	90	33.8
Age of housewife:					
Under 35 years.....	37.2	3.6	5.4	56	33.7
35-44 years.....	36.7	4.6	6.8	58	34.1
45 years and over.....	31.7	3.4	4.9	65	34.6
Work status of housewife:					
Employed.....	35.4	3.7	5.4	74	56.0
Unemployed.....	33.6	3.7	5.4	56	34.2

1/ All drinks other than orange and pineapple-grapefruit.
Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 17.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS
Percentage of families buying, purchases per buying family and per 1,000 persons, and average prices paid,
April-September 1960

Place of residence or family characteristic	Proportion of families buying	Purchase per buying family		Purchases per 1,000 persons
		Number	Quantity	
		1960	1960	
	Percent	Number	46-ounce cans	Cases
United States.....	49.7	4.7	7.6	123
Geographic region:				
Northeast.....	57.8	5.9	9.1	175
North Central.....	51.2	4.8	7.7	132
South.....	35.8	3.9	5.9	62
Mountain-Southwest.....	46.7	3.7	5.9	93
Pacific.....	54.5	3.6	6.5	131
Size of community:				
Farm.....	37.5	4.4	7.1	74
Cities: Under 10,000.....	46.6	4.2	6.7	102
10,000-99,999.....	49.9	4.5	7.7	136
100,000-499,999.....	52.7	4.4	7.1	125
500,000 and over.....	54.2	5.4	8.4	152
Family income:				
Upper.....	55.3	5.3	8.8	144
Upper middle.....	46.9	4.9	7.9	107
Lower middle.....	50.2	4.5	7.2	116
Lower.....	46.9	4.1	6.3	124
Size of family:				
1 and 2 members.....	45.8	4.0	6.3	170
3 members.....	53.2	4.9	7.6	146
4 and 5 members.....	56.5	5.2	8.5	120
6 and over.....	42.2	5.9	10.2	63
Presence of children:				
No children.....	47.2	4.2	6.6	163
Under 6 years only.....	56.0	4.5	6.6	117
6-12 years only.....	63.0	5.1	8.1	158
13-17 years only.....	47.7	4.7	7.2	93
Multiple-age groups.....	47.9	6.0	10.3	90
Occupation of family head:				
Executive, professional.....	55.5	4.9	7.9	136
Clerical, sales, service.....	52.6	4.9	7.7	146
Craftsman, laborer.....	48.9	4.9	7.8	112
Farmer.....	41.3	4.1	6.8	73
Unclassified.....	47.5	4.1	6.9	159
Education of family head:				
Grammar school.....	44.8	4.4	6.9	99
Some high school.....	50.6	4.8	7.6	124
Some college.....	56.9	5.0	8.5	169
Age of housewife:				
Under 35 years.....	50.8	4.7	7.4	106
35-44 years.....	50.4	5.7	9.4	110
45 years and over.....	49.0	4.3	6.9	142
Work status of housewife:				
Employed.....	50.8	4.6	7.4	145
Unemployed.....	49.3	4.8	7.6	116

Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 18.--MISCELLANEOUS FROZEN CONCENTRATED JUICES
Purchases per 1,000 persons
April-September 1959 and 1960

Place of residence or family characteristic	Purchases per 1,000 persons		Place of residence or family characteristic	Purchases per 1,000 persons	
	1960	1959		1960	1959
	Gallons	Gallons		Gallons	Gallons
UNITED STATES	24.3	27.5	PRESENCE OF CHILDREN:		
GEOGRAPHIC REGION:			No children	27.8	35.2
Northeast	32.4	43.7	Under 6 years only	33.8	23.7
North Central	28.0	30.2	6-12 years only	27.2	25.9
South	11.3	9.5	13-17 years only	23.1	26.8
Mountain-Southwest	24.0	21.7	Multiple-age groups	18.1	22.5
Pacific	22.2	24.1	OCCUPATION, FAMILY HEAD:		
SIZE OF COMMUNITY:			Executive, professional ...	34.2	40.8
Farm	8.5	10.1	Clerical, sales, service :	31.0	34.7
Cities: Under 10,000	18.8	17.0	Craftsman, laborer	20.7	22.7
10,000-99,999	23.6	20.1	Farmer	12.8	14.6
100,000-499,999	30.3	34.0	Unclassified	24.3	28.5
500,000 and over	31.1	41.0	EDUCATION, FAMILY HEAD:		
FAMILY INCOME:			Grammar school	13.5	13.9
Upper	32.2	35.6	Some high school	25.6	32.0
Upper middle	21.7	28.1	Some college	42.2	43.7
Lower middle	22.9	26.5	AGE, HOUSEWIFE:		
Lower	18.1	18.6	Under 35 years	24.6	25.8
SIZE OF FAMILY:			35-44 years	24.2	27.6
1 and 2 members	29.1	35.4	45 years and over	24.1	28.6
3 members	24.6	33.2	WORK STATUS, HOUSEWIFE:		
4 and 5 members	28.2	28.3	Employed	25.4	34.8
6 and over	13.8	14.1	Unemployed	23.9	25.4

Table 19.--Members per household, and proportion of U. S. households by family characteristic,
April-September 1960 1/

Place of residence or family characteristic	Members per household	Proportion of households	Place of residence or family characteristic	Members per household	Proportion of households
	Number	Percent		Number	Percent
GEOGRAPHIC REGION:			PRESENCE OF CHILDREN:		
Northeast	3.25	27.1	No children	2.07	48.6
South	3.72	20.1	Under 6 years only	3.00	13.1
North Central	3.21	30.0	6-12 years only	3.83	9.4
Mountain-Southwest	3.20	10.5	13-17 years only	3.64	6.8
Pacific	2.90	12.3	Multiple-age groups	5.69	22.1
SIZE OF COMMUNITY:			OCCUPATION, FAMILY HEAD:		
Farm	3.86	9.4	Executive, professional ...	3.34	21.5
Cities: Under 10,000	3.29	20.9	Clerical, sales, service :	2.99	16.6
10,000-99,999	3.12	16.8	Craftsman, laborer	3.66	37.4
100,000-499,999	3.21	19.7	Farmer	3.94	7.1
500,000 and over	3.21	33.2	Unclassified	2.32	17.4
FAMILY INCOME:			EDUCATION, FAMILY HEAD:		
Upper	3.57	25.0	Grammar school	3.30	36.9
Upper middle	3.57	25.0	Some high school	3.34	43.6
Lower middle	3.41	25.0	Some college	3.18	19.5
Lower	2.70	25.0	AGE, HOUSEWIFE:		
SIZE OF FAMILY:			Under 35 years	3.92	29.8
1 and 2 members	1.81	40.9	35-44 years	4.45	22.6
3 members	3.00	18.9	45 years and over	2.58	47.6
4 and 5 members	4.39	29.1	WORK STATUS, HOUSEWIFE:		
6 and over	7.05	11.1	Employed	2.83	33.9
			Unemployed	3.46	66.1

1/ Estimated by the contractor from Bureau of the Census and other data.

Table 20.--Consumer purchases of selected fruits and juices,
April-September 1960 with comparisons

Product	Purchases <u>1/</u>			Change 1960 from--	
	1960	1959	1955	1959	1955
	1,000 <u>gallons</u>	1,000 <u>gallons</u>	1,000 <u>gallons</u>	<u>Percent</u>	<u>Percent</u>
FROZEN CONCENTRATED JUICES:					
Orange.	31,223	25,143	30,325	+24	+3
Miscellaneous	3,835	4,326	3,938	-11	-3
Total	35,058	29,469	34,263	+19	+2
CHILLED ORANGE JUICE.	12,233	10,617	<u>2/10,501</u>	+15	+16
	1,000 <u>cases</u>	1,000 <u>cases</u>	1,000 <u>cases</u>		
SINGLE STRENGTH JUICES:					
Orange.	4,572	3,766	7,225	+21	-37
Grapefruit.	3,175	4,444	6,389	-29	-50
Pineapple	6,133	5,740	8,587	+7	-29
Prune	3,266	3,131	3,231	+4	+1
Tomato.	8,833	10,808	9,728	-18	-9
Miscellaneous	8,244	8,484	8,323	-3	-1
Total	34,223	36,373	43,483	-6	-21
SINGLE STRENGTH FRUIT DRINKS:					
Orange.	3,329	3,027	2,711	+10	+23
Pineapple-grapefruit.	6,549	6,066	<u>2/3,914</u>	+8	+67
Miscellaneous	9,407				
Total	19,285				
CANNED GRAPEFRUIT SECTIONS.	1,442	1,494	<u>2/1,610</u>	-4	-10
	1,000 <u>boxes</u>	1,000 <u>boxes</u>	1,000 <u>boxes</u>		
FRESH FRUIT:					
Oranges	6,859	8,648	11,863	-21	-42
Grapefruit.	4,245	4,900	5,555	-13	-24

1/ 28 days (4-week periods) per month. 2/ 1957 data used as 1955 data are not available.

Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.

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